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(exceeds 300 pages)

Proceeding/Serial No: 91163556

Filed: 07-28-2006

Title: Stipulation of Certain Facts To Be Entered Into The Record and For Certain Documents and Testimony Be Admitted Into Evidence; and Exhibits.

Part 2 of 4

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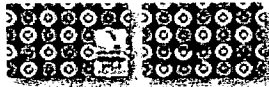
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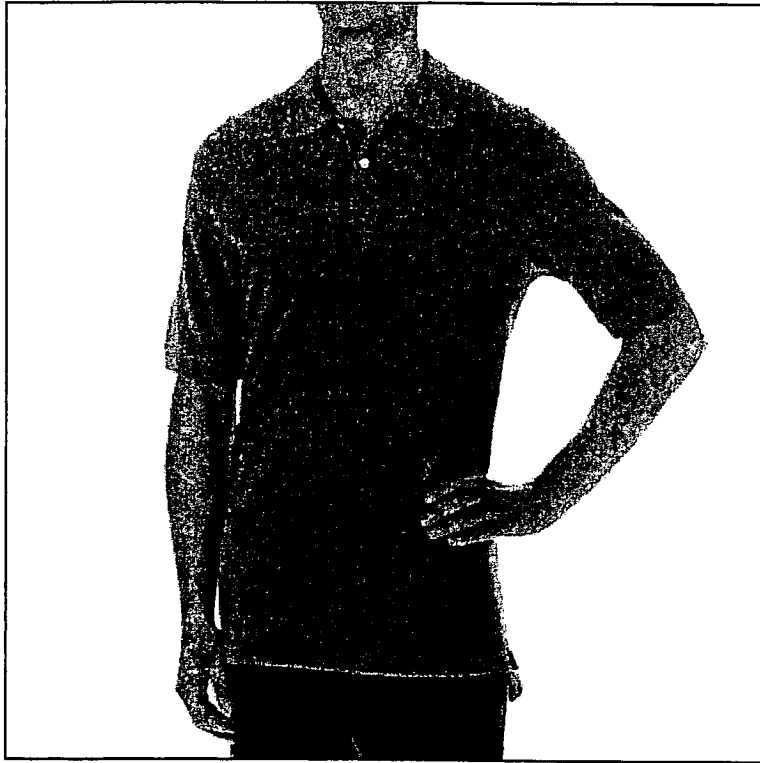
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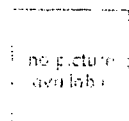
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- 93% cotton/7% spandex
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Business Wire

September 19, 2005 Monday 12:30 PM GMT

DISTRIBUTION: Business Editors

LENGTH: 532 words

HEADLINE: Dow Fiber Solutions Introduces First-Ever Non-Iron Stretch Fabric; Say Goodbye to Ironing - DOW XLA Fiber Revolutionizes Ready-to-Wear Market

DATELINE: HORGEN, Switzerland Sept. 19, 2005

BODY:

With consumers continuing to seek ways to simplify their lives and cut back on time-consuming domestic activities, Dow Fiber Solutions presents DOW XLA(TM) fiber - a revolutionary fiber - the first and only stretch solution that can be combined with true non-iron finishes to create the ultimate shirt for today's busy lifestyles.

According to a national survey by Whirlpool Company(1), ironing ranks high on consumers' list of most hated tasks. In fact, nearly one in three people would rather go to the dentist than iron. Ironing ranks second, behind cleaning the bathroom, among most detested domestic chores. Thirty-one percent surveyed dislike ironing so much they never do it all. According to the Clothing Care Habits and Practices Survey(2), 75 percent of all clothes are sent to the dry cleaners to remove wrinkles and odors - not to remove visible stains. For these many people, DOW XLA fiber will greatly simplify their lives, their pocketbooks and their wardrobes.

Brad Miller, commercial director for Dow Fiber Solutions, said, "We are delighted to be partnering with the textile industry to provide truly differentiated solutions for brands, retailers and consumers. With ironing ranking so low on consumers' desired activities, we feel that we are providing real value to our partners and consumers. DOW XLA fiber is the perfect complement to easy-wear, easy-care textiles."

Brooks Brothers was the first U.S. retailer to use DOW XLA fiber, introducing it in fall 2004 by weaving it into its two-ply cotton shirt to create a new women's fitted shirt that doesn't require ironing. "We incorporated DOW XLA fiber into our two-ply cotton shirts to provide added value and the ultimate in comfort to consumers," said Joe Dixon, vice president of production and manufacturing for Brooks Brothers. "We can now offer our shoppers a shirt that doesn't require ironing and also retains its fit and shape."

Other major retailers are also now incorporating DOW XLA fiber into their garments and retailers in Europe, such as CasaModa in Germany, are also using the fiber.

DOW XLA fiber is the world's first olefin-based stretch fiber that is inherently resistant to harsh chemicals and high heat - enabling it to be combined with true non-iron finishes. Other elastic fibers can't survive the process and chemicals required to become non-iron. DOW XLA is the only fiber that behaves perfectly in this environment and the only stretch fiber to allow achievement of a DP rating of 3.5, even after 50 washing cycles. This rating defines a true non-iron fabric.

Visitors to the Dow Fiber Solutions stand 5F46-5F42, hall 5 at the Premiere Vision - Expofil show and to stand A04, hall 2 at Texworld have the opportunity to see ready-to-wear fabrics containing DOW XLA fiber.

For more information, please refer to the DOW XLA backgrounder or visit www.dowxla.com.

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(1) A national Omnibus survey conducted for the Whirlpool Corporation in August, 2005 by Ipsos.

(2) Survey conducted in 2000

CONTACT: Europe: Dow Fiber Solutions Bettina Grabher, +41 44 728 2319 bgrabher@dow.com or United States: Porter Novelli Amanda Willius, 617-897-8267 awillius@porternovelli.com

URL: <http://www.businesswire.com>

LOAD-DATE: September 20, 2005

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US Fed News

September 7, 2005 Wednesday 3:46 AM EST

LENGTH: 406 words

HEADLINE: KEYBANK PARTNERS WITH CITY OF TACOMA FOR SIXTH ANNUAL BANK TO BAY

BYLINE: US Fed News

DATELINE: TACOMA, Wash.

BODY:

The city of Tacoma issued the following news release:

KeyBank and the City of Tacoma will host the sixth annual Bank to Bay 10K Run, 5K Run/Walk and 1K Kids' Run Sunday, Sept. 11, in downtown Tacoma. Registration opens at 7:30 a.m., the 1K Kids' Run begins at 9 a.m., followed by the 10K Run at 9:20 a.m. and the 5K Run/Walk at 9:50 a.m. Last year, 1,737 runners and walkers tied up their laces for the event - and this year Bank to Bay is aiming for 2,000 registered participants and at least that many spectators.

Bank to Bay began in 2000, when KeyBank and the City made a pact to promote downtown Tacoma. Additional partners include Comcast, KJR 95.7 FM, Regence BlueShield, The News Tribune and TUI Consulting.

"We are glad to be able to continue our partnership with KeyBank as a sponsor for this fun, family event," said Tacoma City Manager Eric Anderson. "This is one of our many efforts to attract people into the core of our City so they can witness all of the growth and charm our community has to offer."

For the sixth consecutive year, Bank to Bay will provide \$10,000 to the Tacoma Public Schools Help-A-Student Fund, which furnishes necessities such as school supplies, clothing and shoes to students.

"The Help-A-Student Fund benefits our public school children by meeting their basic needs so they can concentrate on learning," said Jim Washam, president of KeyBank's South Puget Sound District. "Bank to Bay is a wonderful way for KeyBank to support our local community by bringing together families and friends to help promote this very worthy cause."

The USA Track and Field-certified course, which is closed to traffic, begins in the Museum District between South 15th and 17th streets on Pacific Avenue and runs behind Old City Hall and along Schuster Parkway to Ruston Way.

Everyone is invited to take part in Bank to Bay - runners, walkers, wheelchair athletes, kids and families. Registration is \$25 for those who sign-up before close of business on Saturday, Sept. 10, and \$30 on the day of race. Once registered, you will receive a bib number, timing chip and New Balance Lightening Dry ultimate performance shirt. Kids 10 and younger may participate for free in the 1K Run, and the first 200 kids to register receive a free T-shirt. For more information about Bank to Bay 2005, visit the Web site at ontherunevents.com/banktobay.

Contact: Karrie Spitzer, 253/591-5790; Mitzi Primeau, 253/305-7666.

LOAD-DATE: September 10, 2005

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Daily News Record

August 29, 2005

SECTION: Pg. 106 ; ISSN: 1041-1119

IAC-ACC-NO: 135761765

LENGTH: 901 words

HEADLINE: FROM GLOBETROTTING TO MEN'S WEAR; NATIONAL GEOGRAPHIC SOCIETY TO OFFER A NEW APPAREL LINE IN THE U.S. MARKET THIS FALL.

BYLINE: Lloyd, Brenda

BODY:

Byline: Brenda Lloyd

ATLANTA -- Think of National Geographic and images of exotic travel and exploration spring to mind. So it's no surprise that those sensibilities will be emphasized by the 117-year-old organization for its new U.S. men's apparel collection.

Block Industries signed a licensing deal with the National Geographic Society about two years ago to design and market the apparel, which will first appear in 91 Dillard's department stores, in the Norm Thompson catalog and on the NGtravelshop.com Web site this fall.

National Geographic, which showed at Outdoor Retailer and will be at MAGIC in the Block booth, will offer an extended apparel collection for spring 2006 and even more for fall '06, says John Dumbacher, senior vice-president of licensing for the Washington, D.C.-based National Geographic Society.

"Our brand goes back to 1888 and is synonymous with travel," says Dumbacher. "Our magazines [National Geographic, Adventure and Traveler] and National Geographic television channel reach 250 million consumers on a monthly basis, and they have come to trust us.

"Our brand positioning is for that person who is interested in travel and exploration. It hits the core of what National Geographic is all about -- getting people out there to travel and explore," he adds.

National Geographic already sells apparel in Europe through Italy-based Moontrade Srl, and has a watch collection licensed through EganaGoldpfeil, which launched in the U.S. this summer.

There are also plans to debut a line of backpacks, luggage and camera bags, made by St. Louis, Mo.-based Cerf Brothers Bag Co., in spring 2006. Dumbacher says National Geographic hopes to launch a women's collection later as well.

The first offerings for the U.S. market are a selection of "ultimate" men's wear pieces, all of which incorporate Schoeller's 3X Dry finish to give them moisture-wicking and quick-drying properties.

The "ultimate" field jacket offers men a dozen pockets, most of which are on the inside. There are pockets for iPods, film, passports, airline tickets and other important items, as well as an oversized pocket on the outside back for maps or magazines.

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FROM GLOBETROTTING TO MEN'S WEAR; NATIONAL GEOGRAPHIC SOCIETY TO OF

The "ultimate" sport jacket, which doesn't have the oversized pocket, is a little dressier but still has the functionality and versatility of the photographer's field jacket, Dumbacher says.

The "ultimate" pant is a cotton khaki, also made with 3X Dry, as well as anti-stain properties and 2 percent Lycra stretch. The "ultimate" shirt also has 3X Dry, anti-stain and stretch properties, but offers more-versatile tailored styling that allows it to be worn for business and casual.

The collection also includes woven and knit shirts and shorts and pants in a variety of fabrics.

The jackets retail for \$ 150, pants for \$ 50 and shirts for \$ 40 to \$ 50, depending on the style.

National Geographic will add shorts, lightweight shirts and other warm-weather apparel to the spring '06 collection. Dumbacher says the spring collection will focus more on recreation and leisure purposes, while fall '06 will emphasize business travel.

The target consumer is a man 25 to 55 years old who travels for business and recreation, Dumbacher says. "We want to provide that travel system that allows for both." The apparel's performance features allow travelers to go straight from the plane to a business meeting or assignment.

National Geographic looks to its photographers and explorers for feedback on what they want in their apparel and started including them in the design process two years ago. "We call in a group and brainstorm about what they need in the field, and we use that to develop the line for National Geographic," Dumbacher says.

The feedback from the photographers has been one of the best resources National Geographic has had for new ideas, Dumbacher says. "The feedback has been extremely positive and helpful at the same time. They need their apparel to be quick-drying and stain-resistant, and they want stretch for the planes." They also prefer to take only one carry-on bag, because they have so much equipment, and need to be able to mix and match apparel.

One other important thing for the photographers is that they won't stand out as photographers, which is why National Geographic puts the pockets on the inside of the jackets. "They look like any tourist on the street," Dumbacher says.

National Geographic starts an advertising campaign for the collection this month in its Traveler magazine, which will continue for the next five months; a Web-based grassroots appeal beginning in September; and cross-promotional advertising of the apparel with National Geographic's already successful furniture collection in Sunday newspapers across the U.S. this fall.

Since National Geographic is a nonprofit organization, the proceeds from the apparel will fund the National Geographic Society to keep the explorers and photographers on the road, Dumbacher says.

"It's one reason why the photographers and explorers have been so willing to sit down and share their ideas of what makes a great product," he says. "It lets them travel the world and bring back great stories for all of us."

Caption(s): National Geographic's debut men's wear collection is licensed to Block Industries and features outerwear, woven and knit shirts, shorts, pants and watches.

IAC-CREATE-DATE: September 6, 2005

LOAD-DATE: September 07, 2005

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US Fed News

April 21, 2005 Thursday 3:17 AM EST

LENGTH: 1807 words

HEADLINE: ELECTRONIC TEXTILES TO HELP BATTLEFIELD MEDICS

BYLINE: US Fed News

DATELINE: FORT DETRICK, Md.

BODY:

The U.S. Army issued the following press release:

By Karen Fleming-Michael

U.S. Army Medical Research and Materiel Command Public Affairs

Medics on the not-so-distant battlefield may get assistance with the triage of injured Soldiers from a new system called Warfighter Physiological Status Monitoring.

WPSM allows remote triage of injured Soldiers using leading-edge technology, like electronic textiles.

"The medic will remotely know who's been injured and who he should go to first versus what we do now which is have the medic run to and find an injured Soldier, not knowing if another individual is in worse shape just 20 yards to the left," said Col. Beau Freund of the U.S. Army Research Institute of Environmental Medicine in Natick, Mass.

"There's only one medic per a large group of Soldiers, so WPSM can provide situational awareness so a medic knows who is hurt and perhaps the extent of their injuries, so he can make some informed decisions about where he should be to save lives," Freund said.

A group of experts in physiology, engineering, electronics and textiles is developing WPSM for the Future Force Warrior, an Army science and technology initiative. The team, Freund said, is on schedule to deliver a system in 2006 that at a minimum must be able to detect if a Soldier is alive or has received a ballistic impact.

On the preventive medicine side, the WPSM system also needs to be able to detect how much fluid the Soldier is drinking and if the Soldier is in danger of a heat injury, Freund said.

Future Force Warrior, Freund said, "is looking at what is possible and what capabilities we might be able to add to our warfighters in the near future. Let's build some systems, test them and pick from the cream of the crop which ones we want to include now and which ones will require future development."

The WPSM system has three aims. The system, first, should reduce combat morbidity and mortality by providing a medic situational awareness about the health status of his warfighters.

It's "providing a toolkit for the medic to make assessments and decisions," said Freund. "Essentially it tells if a Soldier has likely survived an injury or not. That does two things: one, it helps prioritize for the medic who he should go to, and two, it keeps the medic out of harm's way from rendering aid to someone who hasn't survived."

Preventive medicine is the system's second component. By monitoring fluid intake, body temperature and heart rate, the WPSM system can provide an idea of who is likely to become a heat casualty.

"Rather than just 'Johnny's hurt and here's his heart rate,' the system can give a medic early on indications about somebody who may be in trouble," Freund said.

The third aim of the system is giving commanders a snapshot about the overall health of his Soldiers so he can make informed decisions.

"To cross the road there's a certain risk. What do we get out of crossing that road now versus waiting? Many of our tools simply provide information for the commander to do some risk assessment and make decisions," Freund said. "We're not just looking at the medical solutions to help a medic, but we're providing commanders and operational unit leaders with situational understanding that will help them do their jobs. It's much bigger than the medical piece."

EARLY VERSION

When the team embarked on creating the WPSM system, they weren't tasked to create it in a specific form, so the design could be flexible. They had two mandates on the system, though: it had to be acceptable to the warfighter and couldn't degrade mission performance.

"All warfighters need to be able to do three things: shoot, move and communicate. It (WPSM) has to have zero downsides. It can't have a wire that gets hung up or puts him in a bad posture when he's trying to fire from a prone position and he can't see through his sights," said Freund, who has worked on the WPSM team for two and a half years.

Currently, the system's temperature, life sign and ballistic impact detection sensors are contained in a soft belt created by Foster-Miller that's sewn into an Army-issue t-shirt. The company, based in Waltham, Mass., has the job of integrating the sensors with the fabrics.

"This work has been going on in the Army for quite some time, we get this great synergy of all these sensor developments they've done and the algorithm knowledge they have so the best system gets put together," said Douglas Thomson, business development manager for Foster-Miller. "What we really wanted was to present something that could bring it all together and get it fielded."

Sensors have been a preoccupation for Foster-Miller's Joe Ting. An engineer, Ting worked closely with the WPSM developers to ensure that sensors measuring heart rate, breaths taken, skin temperature and ballistic impact from various manufacturers all were included in the system.

"If you could have one sensor that could do it all that would be the Holy Grail because you could cut down on power, weight and size," Ting said.

Sensors typically are about an inch square, Ting said, with the temperature sensor about the size of a dime. The largest is the respiration sensor, which goes around the chest and when it stretches, it implies whether and how someone is breathing.

"In the short term from sensors you want to be able to tell that something's wrong, somebody's hurt. In the future you really want to be able to tell exactly what is wrong and how bad it is and what can I do to help," Ting said.

To take a step toward the future vision, Ting and his crew are working with a company that makes wearable defibrillators to leverage that technology into being able to read digital EKGs on Soldiers wearing the WPSM system. "Realistically, that's a little bit farther out," he said.

THE ULTIMATE SHIRT

Putting these sensors on a belt that's sewn into a shirt helps fulfill the mandate of not interfering with a Soldier's performance.

"By and large, the medic sees the need while the average Soldier just wants to make sure it doesn't get in his way. You can't stick electrodes on a Soldier who is going to be running through dirt and swamps. Sensors are going to have to be gel-free, stick-free, and work without shaving people, or else it simply won't happen," Thomson said. "You have to understand the functional environment in which these sensors operate and design a technical system to gather the data and be durable in that environment."

Operational realities are also being factored in to see if they impede the belt from passing warfighter acceptance, as part of the mandate. Concerns about how the system works under body armor, how data is transmitted, and whether a belt will stay in place, are all being studied by the WPSM team of military and industry experts.

A promising solution is embedding the sensors in shirt like professional athletes wear that wicks sweat off their bodies. Having this new-age shirt would combine temperature control with super-fine conductive fibers that can transmit data. Simply put, it's "the brave new world of electronic textiles," said David Costello of Malden Mills in Lawrence, Mass., which has partnered with Foster-Miller and the Army for the WPSM program.

"We're working on the marriage of electronics into fabric structures, which had been talked about for some time but now is actually starting to happen," he said. "Malden Mills is knitting into the fabric a conductive fiber that's about as thin as a hair and that fiber, once it's knit into the fabric is as durable and robust as the rest of the fabric and a conduit through which you can flow either energy or information."

Malden Mills has worked on electronic textiles for eight years and fielded a garment "like a wearable electric blanket," Costello said. However, moving from that garment to physiological monitoring is "a huge leap because what you're trying to do is far more serious than heating somebody up. It's still lab-based technology and not commercial based but we're going through our learning process so we can scale it up."

According to Costello, wearability and durability are two of Malden Mills' main concerns in designing the shirt.

"When you think about what Soldiers are wearing these days, with body armor on top of this, as well as load carriage systems, backpacks and weapons and belts, it needs to be totally integrated with what a Soldier wears so there are no issues with it rubbing a funny way or crushing a sensor or doing something that's not right."

The fibers in the shirt must also be able to withstand the rigors of a knitting machine, a washing machine and a Soldier's lifestyle.

"You need it to be very flexible as well as stand up to everything that it is going to get exposed to once it's being worn around," Costello said. "It's got to be abrasion resistant, stand up to sweat and blood and dirt and salt and cold and wet and getting crammed into a backpack and sitting there for two weeks before it's pulled out and used. It can't have funk growing on it."

CONCEPT

The general idea is the Soldier will put the high-tech shirt on just like he always has, except this shirt has sensors that collect data. All the data will flow to a wireless electronic information carrier that can then transmit the data to the medic via an antenna that's woven into the garment. Foster-Miller is working on what transmits the data as well as what receives it.

"As the Soldier of the future comes about, you're going to have this networked Soldier with a communications capability and all this computing power on him so the medic will be able then to zoom in on the Soldier, pick up some bandwidth, look at full readings on the data, and make a human assessment," Thomson said. "We're not talking about going to where the computer does the medical assessment, but the computer alerting the medic."

Keeping up with all the technologies planned for the future Soldier is also a goal of the WPSM team.

"It's important to stay abreast of the way the system is developing so we can connect properly to whatever network they're going to have on their body, because we're not going to provide the secure communications network off the body. We stay up on what all the programs are doing and coordinate with them," Thomson said.

Freund said the Army isn't concerned with whether the initial system is a belt, a cummerbund or a t-shirt, just that the system delivered in 2006 does what it was charged to do.

"If (WPSM is) successful in a belt format as an initial product, and we meet those metrics, then that's what the product will look like," he said. "I would like to deliver an electro textile solution in a t-shirt, if we could get that solution to work. Our goal is that when a warfighter dons his warfighting uniform, our system comes along for the ride."

LOAD-DATE: April 23, 2005

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The Star Phoenix (Saskatoon, Saskatchewan)

July 3, 2004 Saturday Final Edition

SECTION: Weekend Extra; Pg. E2

LENGTH: 687 words

HEADLINE: Maintain cool and keep that killer sun away

SOURCE: CanWest News Service

BYLINE: Irene Seiberling

DATELINE: REGINA

BODY:

REGINA -- Looking for a fashionable defence against the sun's harmful rays? You're not alone.

Gone are the days of baking in the sun, slathered in baby oil, sporting little more than a string bikini for maximum exposure to the once much sought after prime tanning rays.

We all know the dangers of skin cancer -- with more than 80,000 new cases diagnosed in Canada each year. Nowadays, we are constantly being reminded to slip on a shirt with long sleeves, slap on a sunscreen of at least SPF 15, wear a broad-brimmed hat, and don't forget the essential UVA and UVB protective sunglasses. It's no longer fashionable to be nonchalant about safe sun practices.

When sunblock and the shade can't provide enough protection, try a hat. But not just any hat. Look for one with an Ultraviolet Protection Factor (UPF) of 50+, which is the maximum UV protection rating. Translation: They block 98 per cent of the sun's harmful rays. And check out the other niche products designed to protect you when the heat is on, including polo shirts and lightweight travel clothing that's not just certified UPF 50+, but also water repellent.

Toronto-based Tilley Endurables, known for the legendary Tilley hat, now offers sun protection clothing from head to toe, such as hats and socks.

"There's nothing more frustrating when travelling than a nasty sunburn. But overexposure to the sun is more than just frustrating; it can cause long-term damage," says Alex Tilley, founder of Tilley Endurables.

"We worked closely with researchers to determine that all Tilley core fabrics will minimize vacationers' exposure to the sun from head to toe, protecting them from damaging rays without putting a damper on their holiday activities."

Wearing a loosely woven open shirt will provide some protection. But it isn't ideal. Certainly any long-sleeved shirt is better than no shirt, but for adequate protection it's best to choose clothing that has been tested and proven to block the sun. Remember, skin can burn through fabric that doesn't meet the standards for UPF protection. Here's a good rule of thumb: Check the UPF rating label on clothing. If it's over 20, toss it in the carry on, Tilley recommends.

Denver Hayes also offers clothing that provides protection from the sun. The new Denver Hayes UV Protection Polo, which the company is marketing as "the ultimate golf shirt," is designed to provide a 30 UV protector and an SPF of 40. It also features a moisture wicking system so you stay cool and dry through long days of golfing, and has Lycra in it to provide additional stretch/comfort. The shirt is priced at \$49.99.

Coming soon is the Denver Hayes mosquito repellent polo. The company is currently awaiting government certification.

Maintain cool and keep that killer sun away The Star Phoenix (Saskatoon,

Ditch the baseball cap if you're looking to avoid sun damage. Ball caps leave the back of your neck exposed. That's trouble. And toss the Elmer Fudd-style chapeau. There's no need to look bad. Stylish options are available.

Designer Melissa Margulies has combined style and protection to come up with a fashionable, functional, sun-safe alternative called Physician Endorsed.

The new line of hats promises to protect you from harmful UV rays. And they have a doctor's note to prove it. The company works with a medical advisory board on its products. Top dermatologists and plastic surgeons have recommended the hats to help women stay stylish while preventing wrinkles and sun damage.

Physician Endorsed hats are constructed with chemical-free fabrics and special interlinings and have a UPF rating of 50+ (equivalent to SPF 30). The hats range in price from \$30 to \$120.

Most of the hat styles are completely packable and reversible. They come in a variety of neutrals -- white, tan, khaki, and black. And for those who prefer a more colourful topper, some styles are offered in red and pink. They're designed to provide complete sun coverage for the head and neck.

An added perk -- every hat comes with sunblock for extra protection.

For more information about their sun-safe products, visit www.physicianendorsed.com and www.tilley.com.

(Regina Leader-Post)

GRAPHIC: Colour Photo: Several companies are now offering sun-worshipping consumers a vast array of sun-protective clothing, including hats and polo shirts. They'll help combat future visions of leathery skin and keep you looking stylish at the same time.

LOAD-DATE: July 3, 2004

Copyright 2001 News World Communications, Inc.
The Washington Times

July 29, 2001, Sunday, Final Edition

SECTION: PART A; NATION; Pg. A3

LENGTH: 639 words

HEADLINE: 'Tech-savvy' shirt rolls up own sleeve;
Self-ironing fabric priced at \$3,500

BYLINE: Joyce Howard Price; THE WASHINGTON TIMES

BODY:

A shirt that irons itself and rolls up its own sleeves in hot weather has been developed by an Italian fashion house described in a science journal as being "tech-savvy."

"The sleeve fabric is programmed to shorten as soon as the room temperature becomes a few degrees hotter," Susan Clowes, spokeswoman for Corpo Nove, the shirt's developer, said in a report published in the journal New Scientist. Corpo Nove is based in Florence, Italy.

The secret is the shirt's fabric, which boasts "shape memory." This allows the garment to recall a shape to return to when heated to a pre-set temperature.

Besides converting a long-sleeved shirt into a short-sleeved version when the mercury rises, a blast of heat from a hairdryer or a hot-air vent also instantly changes the shirt from wrinkled to neatly pressed.

The shirt "pops back to its former shape . . . even if the fabric is screwed up into a ball, pleated and creased," Miss Clowes said in New Scientist, a London-based weekly publication.

Corpo Nove's shirt is woven from nylon and fibers of an alloy known as nitinol. It's that alloy that gives the shirt's fabric its "shape memory."

Officials of Corpo Nove could not be reached for comment. But, in an interview Wednesday with the Times of London, Mauro Taliani, 43, of Milan, the shirt's designer, said he was spurred to produce it because his wife was fed up with doing his laundry.

"I started out wanting to do something great for humanity. But, of course, ironing is a nightmare in general, and wives always complain about men's shirts," Mr. Taliani told the newspaper.

Miss Clowes said the "memory metal shirt," which comes in only one color - metallic gray - can be ironed as it's being worn.

"It's a traveler's dream," she added.

However, the shirt is expensive. Corpo Nove says its prototype vestment cost around 2,500 pounds to produce. That's \$3,570.78 in U.S. currency.

Mark Metzger, president of Highcliff Clothiers Ltd., a custom shirt maker in Northwest Washington, said that, in 20 years, he's sold only one shirt that pricey.

"That was a cashmere shirt for \$4,000," said Mr. Metzger, who described his company as "Washington's premier shirt maker." He said Highcliff's cotton shirts range in price from \$85 to \$400.

Asked if he sees a market for the metal memory shirt, Mr. Metzger said not at his store. "It's a novelty, like an automatic sunroof," he said in an interview.

'Tech-savvy' shirt rolls up own sleeve;Self-ironing fabric pri

"My mainstay client isn't going to spend \$3,500 for a shirt whose sleeves roll themselves up. In fact, in 20 years, no one has asked for a shirt with sleeves that roll themselves up," he added.

Mr. Metzger also makes it clear he's not particularly impressed by the claims that this shirt irons itself. "In theory, there are 'no-iron' shirts already on the market," he said.

"But your well-dressed man doesn't wear a shirt that doesn't need ironing. He thinks more elegantly. He doesn't have time for fads," Mr. Metzger said.

He also questioned the wisdom of limiting the shirt to one color: gray. "There's certainly a market for gray shirts. But gun-metal gray enhances city pallor. For people who work under fluorescent lights all day, gray makes them look pale."

In contrast, Mr. Metzger said, "A white shirt can reflect color" and tends to brighten up one's appearance.

In the New Scientist article, Miss Clowes points out the gray shirt "looks distinctly bronze-colored in some lights."

While certain he won't be stocking the metal memory shirt and recognizing most men can't afford it, Mr. Metzger does see one big opportunity for the space-age clothing item.

"As I said, it's a novel idea. Perhaps, Neiman Marcus will have the shirt in its Christmas catalog. It could promote it as the 'ultimate shirt' that has sleeves that roll themselves up," he said.

LOAD-DATE: July 29, 2001

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Daily News Record

January 8, 1997

SECTION: No. 4, Vol. 27; Pg. COV; ISSN: 0162-2161

IAC-ACC-NO: 19016714

LENGTH: 944 words

HEADLINE: Haggar targets women with \$ 8M media campaign; Haggar Clothing Company; million

BYLINE: Lohrer, Robert

BODY:

Haggar, once the men's wear equivalent of your father's Oldsmobile, plans to redirect \$ 8 million in advertising at a long-acknowledged but unsuspecting target: women who shop for and with men.

Haggar Clothing Co. plans to spend the money purchasing advertising space in women's consumer magazines in a campaign that features women "remaking" men with blowtorches and paintbrushes. Possible targets? Elle, Cosmopolitan, People, Entertainment Weekly, In Style and Martha Stewart Living were mentioned by Haggar executives.

Haggar's unorthodox campaign is being created by San Francisco-based Goodby, Silverstein & Partners. The agency is best known for its "Got Milk?" campaign and raised eyebrows when a spot it created for Haggar's Ultimate Pant depicted a man running into a burning building to save his pants. Even though that spot was pulled, the rest of the campaign was a success and Haggar and Goodby, Silverstein are again sailing close to the wind with their next combined effort.

"It's a risk," said Frank Bracken, president and chief operating officer of Dallas-based Haggar. "We hope our competitors think it's a risky strategy and an incorrect strategy, because we have convinced ourselves it's the only strategy."

Haggar expects to target 10 to 12 women's magazines, with a total of 80 to 90 insertions. "Her medium is magazines," said Alan Burks, Haggar's senior vice-president of marketing. "She reads them and rips fashion ideas from the magazines."

Burks said the allocation will make Haggar the largest single advertiser of a men's product in women's books. It also represents about two-thirds of the \$ 12.5 million that Haggar has allocated to advertise its fall '97 apparel line. The remaining third will be used to purchase advertising in media that traditionally attracts men.

Advertising executives familiar with men's apparel buying habits applauded the new strategy.

"I think it's brilliant," said Sam Shahid, creative director of Shahid & Co. "Women read more magazines than anyone else. And a man always says to his girlfriend or wife, 'What do you think?' And Haggar's way mainstream. Very few men go shopping by themselves."

Goodby, Silverstein's research confirms what has long been considered an unwritten law in men's apparel retailing: Women exert tremendous influence over what men buy.

The agency queried 200 women around the country in homes where a pair of men's pants were purchased in the last 18 months. Nearly half (48 percent) had purchased them without a male present and 41 percent said they accompanied a male when he purchased the pants. Only 11 percent reported that the man shopped without them.

T 000385

Haggar targets women with \$ 8M media campaign; Haggar Clothing Company;

The research revealed that 92 percent believed they either had a great deal of influence in the purchase (63 percent) or some influence (29 percent).

Women said their influence mattered most when men were selecting colors and styles, choosing appropriate attire and matching separates.

"We're not saying he can't do it for himself," said Mike Schornstein, Haggar's vice-president of marketing services. "We're saying she likes to do it with him."

According to Rich Silverstein, principal in the agency that has worked with Haggar since 1994, retailers have understood women's influence for years. "Federated's Allen Questrom knows who rings his cash register," Silverstein said. "[Penney's James] Oesterreicher knows who his customer is."

A CORPORATE CULTURAL REVOLUTION

Haggar's initiative represents the next step in an evolution from a resource known for poly-blend and all-wool mainstream slacks to one at the forefront of corporate casual. Since 1992 Haggar has moved aggressively into the pre-cuffed casual slacks business, earning 11.1 percent market share, according to NPD (National Purchase Diary).

The company ranks number one in the U.S. in dress pants (16.3 percent of market), sport coats (7.1 percent), and custom-fit (suit separates) (15.9 percent), according to NPD.

Burks said the move into the casual pant business was a matter of survival. "We had to get contemporary in a hurry," Burks said. "So we changed internally and we changed externally. We've changed what we make, how we sell it and who we sell it to. We sell it to a younger customer and a more female customer."

Last year Haggar introduced its Ultimate Pant, a premium cotton product with a \$ 50 retail price tag. The company is also presently shipping its Ultimate Shirt, a line that includes cotton oxfords and T's.

Overall sales, meanwhile, have grown from \$ 292 million in 1990 to \$ 437 million in 1996. Haggar has also expanded its product mix with City Casuals and its new Black Label premium dress slacks (in the \$ 50 retail area).

Burks, a former ad exec who handled Haggar's advertising when he was with Dallas-based Tracy Locke, selected Goodby, Silverstein after interviewing five firms, including his old agency and two others in Dallas.

"If you're in the same town as an advertising agency, the agency loses objectivity," he said. "In that regard, it's nice to have someone who is not in Dallas."

Bracken says he's a fan of Goodby, Silverstein's exciting, high-energy campaigns. "We think a brand has to be dusted off every year," Bracken said. "If there is no change, there is no excitement."

Haggar is less aggressive in marketing sport coats and dress pants. It still produces the Expand-O-Matic pants -- your grandfather's Oldsmobile -- albeit under the Gentleman's Closet brand.

"That's still a substantial business," Burks said. "What has changed is these additional parts of business we've gotten into, which are the fastest-growing parts of our business."

GRAPHIC: Photograph; Graph

IAC-CREATE-DATE: January 17, 1997

LOAD-DATE: January 31, 1997

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Business and Industry

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DNR

October 9, 1996

SECTION: Vol. 26, No. 194; Pg. 5; ISSN: 1092-5511

RDS-ACC-NO: 741823

LENGTH: 224 words

HEADLINE: SPORTSCAST: Haggar Clothing Co.

BYLINE: MILES SOCHA

HIGHLIGHT:

Haggar Clothing is launching a \$15mil ad campaign for The Ultimate Pant, a cotton men's casual pants line to expand the Ultimate line

BODY:

Haggar Clothing Co. is putting \$15 million in advertising ammunition behind The Ultimate Pant, the company's latest weapon in America's \$2.8 billion men's casual pants business. The ultra-soft, \$48 cotton pant recently arrived in stores across the country.

And the Dallas-based company plans to expand its arsenal for spring '97 to include the \$36 Ultimate Shirt, \$32 Ultimate Short and \$24 Ultimate Pocket-T.

Alan Burks, Haggar's senior vice-president of marketing, said the Ultimate program was developed after extensive consumer research reinforced two realities: The distinction between dress and casual pants is evaporating, and men tend to wear their favorite apparel items to death.

To reinforce the latter sentiment, a new 30-second television commercial that began airing Sunday depicts a man rescuing his Ultimate pants from a burning house. The spots will air on Fox during the WorldSeries, as well as on ESPN, TBS and TNT, through December. Haggar enlisted the San Francisco-based agency Goodby, Silverstein and Partners, best known for its Got Milk? spots. The entire campaign, which includes print ads, will run for 12 months.

Burks reported an enthusiastic reception from retailers. Haggar booked 50 percent more Ultimate units for fall '96 than it did wrinkle-resistant pants four years ago.

TYPE: Journal; Fulltext

JOURNAL-CODE: DNR

LOAD-DATE: October 21, 2004

T 000387

Copyright 1996 A/S/M Communications, Inc.
BRANDWEEK formerly Adweek Marketing Week

August 19, 1996

SECTION: Pg. 25

LENGTH: 505 words

HEADLINE: CALL IT DRESS-UP CASUAL;
In any terms, it's a fierce market

BYLINE: E.U.

BODY:

Dress pants are a dirty word to three of the leading manufacturers of . . . well, dress pants. Top marketers at Farah, Haggar and Banana Republic prefer to call them casual pants or plain old pants. Anything but dress pants. It could be wishful thinking NPD Group puts 1995 casual pants sales at \$ 2.8 billion to dress pants' \$ 1.9 billion.

Either way, when Slates dress pants launch this fall, competitors will be out there with their own marketing messages. The most aggressive will be Dallas-based Haggar, which is introducing Haggar Ultimates, a line of 100%-cotton pants with a \$ 13.5 million campaign breaking in October. "We're brazenly calling them the Ultimate Pant," said svp-marketing Alan Burks. "It's designed to be that one pant that does everything for you."

Haggar conducted its own research, asking men what they liked most in a pair of pants. The answers: soft cotton, wrinkle resistance, and styled for work or going out at night. TV ads will air during NFL games and the World Series; print in *Sports Illustrated*, *Esquire* and *Men's Health*.

The campaign, by Goodby, Silverstein & Partners, S.F., will be rejuvenated in the spring when Haggar launches the Ultimate Pocket T and the Ultimate Shirt, filling out the average man's core wardrobe.

Banana Republic got its start in the menswear business. While it has cultivated a strong women's business, men's apparel still accounts for 50% of its sales. Due to an agency transition, Banana Republic won't be advertised in fall fashion magazines. "Our biggest single tool is our stores," said company president Jeanne Jackson. In addition to the mall and street frontage of Banana Republic's 204 U.S. stores, Jackson thinks its service levels, including free alterations and personal shoppers who put together looks for busy customers, score high with men.

Banana Republic goes for a more fashion-conscious customer: witness the leather pants in its fall line-up.

At Farah, the push stays on Savane, its three-year-old line of cotton casual pants and related shirts and jackets. "We will continue the same kind of advertising [print ads by Austin-based GSD&M] and we will build slicker, dressier fixtures to house the products in stores," said Farah president Mike Mitchell. "With Savane, everything is finished. It's wrinkle-free, stain-free and no-fade." The core Farah brand, once a staple in national department stores like Sears, will be relaunched in Wal-Mart this fall. Sears will carry Farah's John Henry brand.

The department store dress pants business is also about price. Farah and Haggar stay in a \$ 40 to \$ 55 range, while Slates will be priced from \$ 50 to \$ 80.

That's where the brand may snag, predict those, like Haggar's Burks, who don't accept that Slates will be appreciably different than Dress Dockers. "If you really boil it down, Levi Strauss is taking Dress Dockers off the floor and putting the same pant out but 15% more expensive," Burks said. "They're hoping to fool consumers that it's worth more money."

GRAPHIC: Picture, Slates covets Haggar's turf.

CALL IT DRESS-UP CASUAL;In any terms, it's a fierce market BRANDWEE

LOAD-DATE: August 28, 1996

Copyright 1996 Globe Newspaper Company
The Boston Globe

March 19, 1996, Tuesday, City Edition

SECTION: LIVING; Pg. 69

LENGTH: 1637 words

HEADLINE: THE AMERICAN IN PARIS;

Geoffrey B. Small, based in Boston, is the only US designer at the fall shows. Will he succeed?

BYLINE: By Pamela Reynolds, Globe Staff

DATELINE: PARIS

BODY:

In his dreams, Geoffrey B. Small sees it all so clearly:

He imagines that it's the final day of the fall fashion shows here. His cool and lanky models, draped in his edgy rock 'n' roll designs, take to the catwalk and astonish buyers. The excited fashion press writes rave reviews. The French are tres impressed.

Gaultier, people say.

Yamamoto, people say.

Small, people say.

"Paris is the world capital of designer fashion," says the 36-year-old Boston designer. "New York and Milan are possibly bigger commercial centers. Calvin Klein and Ralph Lauren show in New York. But a Gaultier, a Gigli, a Miyake shows in Paris!"

And so will Small, but he will have to wait until his own fashion show tomorrow to see how his designs are received. For Small and other aspiring designers, the City of Light this week becomes the City of Dreams, and there's not a moment to waste.

That is why Small spent last Saturday morning, for instance, sifting through Polaroid pictures of models he will use in tomorrow's show. Karine. Shannon. Angie from Tasmania. Maria from New York. And Ingrid, of course. Ingrid's all over Paris.

All last week, Small was frantically preparing: gathering shoes and accessories, booking light and sound, renting trucks and making last-minute changes on the 290 odd samples he carted here from Boston in eight big duffle bags. The last few days have been spent overseeing his showroom, where he hopes new store buyers will be dazzled enough to place a few orders.

On Saturday, he was happier than he had been for days. He looked relaxed in a black turtleneck scarred with the uneven seams that are Small's trademark style.

"We had a good day yesterday," he said, explaining that buyers from two new countries, England and Korea, ordered shipments of his clothing. That brings the number of countries buying his designs up to 13, if he holds onto the buyers who have ordered clothes in the past.

Small has the distinction of being the only American-based designer officially showing this season. Indeed, he is among just a handful of Americans, along with the late Patrick Petty and Oscar de la Renta, who show here consistently. But as a designer with high hopes for hitting the big time, Small has plenty of company from other countries, designers

unlikely to receive the attention given to better-known designers or to designer stars of the moment, such as Issey Miyake and Helmut Lang.

He has spent roughly \$ 30,000 to bring his collection here. That includes \$ 11,000 for 15 models, about \$ 2,000 for space in the large unfinished building where his show will take place, up to \$ 4,000 for light and sound and more than \$ 5,000 for showrooms at the Hotel Saint-James et Albany Espace Carole De Bona. He must also pay for things like rolling racks, which rent for \$ 100 a day, and getting a staff of four people into the city.

It's expensive, all right. But for Small, who mixes artistic idealism and savvy marketing and promotions strategy, participation in the Paris shows has become a badge of honor, a sacred mantle he wears proudly. Paris, he says, is where "the greatest in the world go.

"It's a haven for people who really have a passion for art," says Small. "All the best people in the world, the best journalists, the best buyers, the best designers, the best models, go to Paris every season and slug it out. It's a brutal, brutal arena."

Careers rise and fall rapidly. Or they just get stuck, like a broken zipper. But as one buyer said: "If you haven't shown in Paris, you haven't made it."

Which, of course, is why Small is here. Like Helmut Lang, based in Austria, or Ann Demeulemeester and several other designers based in Belgium, Small hopes to become internationally known while working from a fashion backwater - in this case, Boston. He considers his recycled clothing - found in thrift shops and reshaped into jarring, deconstructed combinations - the wave of the future.

And for an American in Paris, Small has done OK. Indeed, his experience in the city just goes to show that while some may consider the Paris fashion scene irrelevant, the city can still build careers.

Small began his career in fashion 17 years ago designing shirts, or what he calls "the ultimate shirt," in the attic of his Newton home. It was three years ago that he first came to Paris with Boston designer Tunji Dada.

"We went from show to show, and we took samples and went from shop to shop," recalls Dada. "We went to agents and I tried to look for spaces and go to flea markets."

After his initial networking with Dada, Small held his first Paris show in March 1993 at a trade show for young designers. He spent \$ 10,000 to put it on but received only one \$ 1,200 order, from Ron Simmonds, owner of a now-defunct store in Paris called Magic Circle.

"It bombed," says Small of the show. No one seemed interested in the Armani-inspired classics that he was designing back then, no matter how tailored and sleek. "It was too classic," says Dada. "They didn't want it."

But the owner of Magic Circle did and later took Small aside and showed him, rather generously, what was really selling in his small street-wise store. It wasn't Armani but rather the punkish, in-your-face recycled designs of labels like Xuly Bet. The owner patted him on the back and told him to try his hand at something like that. Maybe he would do better.

Small gave it some thought and returned to Paris in October 1993. He was a changed man.

"We completely retooled the collection," says Small. "I had no choice. I had to listen to what was going on. The feedback I got was that there was a new style, and price was the most important thing."

His clothes were now "street." And literally so, since many of his designs incorporated thrift-shop jackets, pants and dresses cut apart and sewn together in whimsical, sometimes anti-fashion ways, as Xuly Bet and Martin Margiela were doing. Considering it was designer fashion, prices were reasonable, ranging from \$ 60 to \$ 400.

Admirers liked its affordability and its London feel. At best, it was sexy, aggressive and slightly askew. But detractors felt Small was stretching beyond his technical know-how to seem avant-garde with zippers, uneven seaming, bits of plastic and patches of tulle everywhere. They felt that Small's brand of clothing, with its slashes and darts and patches and thrift fill, was passe.

Even so, Small's presence in Paris has been enough to legitimize his work for many. Japanese and Chinese buyers were particularly attracted. The second time around in Paris, Small got 11 orders: one from Barneys, another from a store in SoHo, another from Japan and another from Italy. That time he spent \$ 10,000 on his show, but grossed about \$ 15,000.

THE AMERICAN IN PARIS; Geoffrey B. Small, based in Boston, is the only US

"We probably broke even on that one," he recalls. "It was a big jump from one order of \$ 1,200."

There were reorders. It was all encouraging enough for Small to think of applying to that grand governing body of French fashion, the Chambre Syndicale du Pret-a-Porter.

After compiling his reference from Pierre Berge, CEO of Yves Saint Laurent, along with photos of his collections and the required press clippings, Small was accepted to be listed on the official Chambre calendar and has been showing ever since.

Last season, he showed a collection he says was influenced by "Speed Racer," "Star Trek" and ski racing. It involved lots of suits and tops with racing stripes and shiny treated nylons. Last year, he had more than \$ 300,000 in booking orders and estimates about the same in growth sales. Not bad for a new designer, but still "a very dangerous area," he says. "We're in between. Everyone says you need to get up to a million for a lot of things to happen."

He's made it into a number of prestigious fashion publications, including Women's Wear Daily, the bible of the New York fashion industry, which quoted Berge back in 1993 as saying that Small was his preferred American designer. Small can even boast that his clothes have been bought by such celebrities as Tori Spelling, Halle Berry, Joni Mitchell and Susan Powter. In 1990, he designed Gov. Bill Weld's campaign suit.

Standing amid his rolling racks here, he's talking, emotionally, of revolution. "Paris is ripe for revolution," he says. "The kids here are so fed up with couture fashion."

"My generation can't even think of making the money the baby boomers made," he says. "They're looking for different things. Big bucks? Status? Opulence? What are you talking about? That's crazy. They're looking for value. And if they're going to do clothes, they either want things that are going to last them for a long time or they're looking for things really cool and basic. Or they're going to get something different that's really creative." If his talent and technique improve, maybe Small will leap into the big time. If not, maybe he'll just become another washed-up designer. He's hoping that tomorrow's show will bring in at least \$ 100,000 worth of orders. Whatever happens, Small will certainly be back in Paris every season until he's told to pack up his clothes and go home for good.

"You know, the Paris people told me this would be a 10-year commitment. Every season you got to go back. And you start here and you build. It's like Yankee Stadium. You don't just walk in. It's major league. You got to start off at the double A, a triple A, then maybe you get on a major-league team. And you sit on the bench for a year. Then maybe you get to substitute. Then maybe you're in the starting lineup. Even then, you go on. If you hit five home runs, so what? It might be a fluke. Then, if you hit 50 home runs after five years, then maybe people begin to look at you. That's the Paris system."

GRAPHIC: PHOTO, 1. AP PHOTO / The 36-year-old designer (above left) hopes to make a name for himself by recycling thrift-shop items into high fashion. Inset photos are from a show Small held in Boston; his Paris show is tomorrow. **2.** Designs by Geoffrey Small were on display at a fashion show at the Avalon earlier this month. **3.** GLOBE STAFF PHOTO/JOHN BLANDING / In his Boston studio, Geoffrey B. Small selects clothes to be modeled on Paris runways.

LOAD-DATE: March 20, 1996

20 of 23 DOCUMENTS

Copyright 1993 Plain Dealer Publishing Co.
Plain Dealer (Cleveland, Ohio)

September 30, 1993 Thursday, FINAL / ALL

SECTION: STYLE; Pg. 2C

LENGTH: 236 words

HEADLINE: SOUND OFF ON SHRTS

BODY:

Get two or more women together and it isn't long before they start talking - and griping - about clothes. Men, on the other hand, are patient souls; rarely do we hear anybody (except for a few cutting-edge types) grouching about the fact that they haven't had any fashion options but trousers since the days of the toga and the tunic.

We especially feel sorry for businessmen who are required to spend most of their working lives in shirts and ties. Any woman can tell you that all blouses are created equal, but does the same theory apply to shirts? How do you guys really feel about them ... do you like the way they fit?

Do they give good wear for the money?

How do they hold up under repeated launderings?

Do you have a favorite brand that you've worn for ages because it's one you can count on, or are you still looking for the ultimate shirt?

Or maybe you'd just like to complain about shirts in general ... scratchy collars, frayed seams, poorly made button-holes, shrinking and wrinkling?

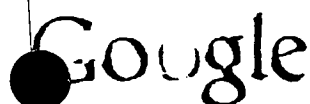
The Plain Dealer Style department is doing a survey on men's dress shirts - and women's, too, for that matter - and we'd like to hear from you. Call and leave a message on our answering machine - 999-4542 - from 9 a.m. to 4 p.m. Thursdays and Fridays only. (BE SURE TO GIVE US YOUR NAME AND DAYTIME PHONE NUMBER!.)

We'll let you know in a future Style section if you're getting shirt shrift.

LOAD-DATE: October 1, 1993

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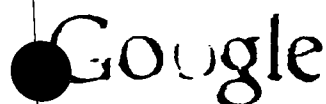
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Threadless T-Shirts - Profile for Zachsta - To Determine the ...

i think it is pretty obvious loch ness imposter is the best **ultimate shirt** ever. TFMdesign, at
7:49pm on Sep 6, 2005. wow your right i did, ...

www.threadless.com/profile/145204/Zachsta/

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It is the only **ultimate shirt** that I have not cut the sleeves off. I wear it proudly and at least once a season someone will question me about it and I get ...
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Denny's Online Shop

The **ultimate shirt** for your staff, the soft touch shirt is yet another example of how Kustom Kit leads the way for garment innovation, style and comfort. ...
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But this design also makes the BlackCoat T the **ultimate shirt** for exercising with your iPod shuffle. The location of the main pockets—on the sides of your ...
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Halfbakery: Super Shirt

The **ULTIMATE shirt**. Very nice for colder climates, I'd imagine. Letsbuildafort, Mar 11 2004. This is a great idea. So obvious, yet so unbaked (AFAIK). ++ ...
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... fiber - the first and only stretch solution that can be combined with true non-iron finishes to create the **ultimate shirt** for today's busy lifestyles.
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After all, this best-selling shirt was liturally forged in the desert heat as the **ultimate shirt** for ultrarunners in the fabled Marathon Des Sables - a ...
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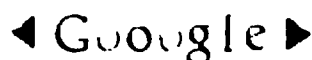
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THE ULTIMATE SHIRT: Army Invents Wearable Medic

This is not just a fancy-looking Army-issue t-shirt. The Warfighter Physiological Status Monitoring system is an advanced, electronic textile that can monitor a soldier's fluid intake, body temperature and heart rate -- making a battlefield medic's life much easier.

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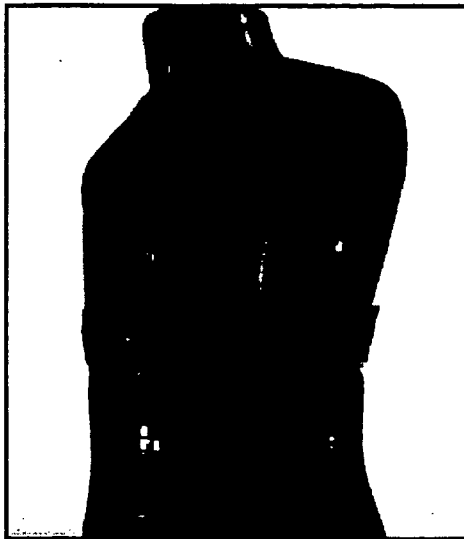
By Karen Fleming-Michael
Army News Service

Medics on the not-so-distant battlefield may get assistance with the triage of injured Soldiers from a new system called Warfighter Physiological Status Monitoring.

WPSM allows remote triage of injured Soldiers using leading-edge technology, like electronic textiles.

"The medic will remotely know who's been injured and who he should go to first versus what we do now (which) is have the medic run to and find an injured Soldier, not knowing if another individual is in worse shape just 20 yards to the left," said Col. Beau Freund of the U.S. Army Research Institute of Environmental Medicine in Mass.

"There's only one medic per a large group of Soldiers, so (WPSM can) provide situational awareness so a medic knows who is hurt and perhaps the extent of their injuries, so he can make some informed decisions about where he should be to save lives," Freund said.



Stopping Bullets: The Outer Tactical Vest was designed for use with SAPI plates and replaces the Personnel Armor System, Ground Troop Flak vest, more commonly known as the flak vest. (Photo by: Marine Corps Systems Command)

A group of experts in physiology, engineering, electronics and textiles is developing WPSM for the Future Force Warrior, an Army science and technology initiative. The team, Freund said, is on schedule to deliver a system in 2006 that at a minimum must be able to detect if a Soldier is alive or has received a ballistic impact.

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On the preventive medicine side, the WPSM system also needs to be able to detect how much fluid the Soldier is drinking and if the Soldier is in danger of a heat injury, Freund said.

Future Force Warrior, Freund said, "is looking at what is possible and what capabilities we might be able to add to our warfighters in the near future. Let's build some systems, test them and pick from the cream of the crop which ones we want to include now and which ones will require future development."

The WPSM system has three aims. The system, first, should reduce combat morbidity and mortality by providing a medic situational awareness about the health status of his warfighters.

It's "providing a toolkit for (the medic) to make assessments and decisions," said Freund. "Essentially it tells if a Soldier has likely survived an injury or not. That does two things: one, it helps prioritize for the medic who he should go to, and two, it keeps the medic out of harm's way from rendering aid to someone who hasn't survived."

Preventive medicine is the system's second component. By monitoring fluid intake, body temperature and heart rate, the WPSM system can provide an idea of who is likely to become a heat casualty.

"Rather than just 'Johnny's hurt and here's his heart rate,' the system can give a medic early on indications about somebody who may be in trouble," Freund said.

The third aim of the system is giving commanders a snapshot about the overall health of his Soldiers so he can make informed decisions.

"To cross the road there's a certain risk. What do we get out of crossing that road now versus waiting? Many of our tools simply provide information for (the commander) to do some risk assessment and make decisions," Freund said.

"We're not just looking at the medical solutions to help a medic, but we're providing commanders and operational unit leaders with situational understanding that will help them do their jobs. It's much bigger than the medical piece."

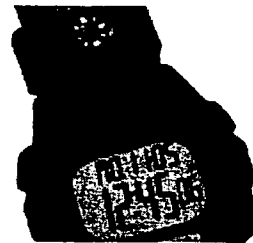
Early Version

When the team embarked on creating the WPSM system, they weren't tasked to create it in a specific form, so the design could be flexible. They had two mandates on the system, though: it had to be acceptable to the warfighter and couldn't degrade mission performance.

"All warfighters need to be able do three things: shoot, move and communicate. It (WPSM) has to have zero downsides. It can't have a wire that gets hung up or puts him in a bad posture when he's trying to fire from a prone position and he can't see through his sights," said Freund, who has worked on the WPSM team for two and a half years.

Currently, the system's temperature, life sign and ballistic impact detection sensors are contained in a soft belt created by Foster-Miller that's sewn into an Army-issue t-shirt. The company, based in Waltham, Mass., has the job of integrating the sensors with the fabrics.

Must-Have Gear



TIMEX EXPEDITION WATCH

The Timex Expedition gives you the time of day and then some! This everyday watch is loaded with useful features.

"This work has been going on in the Army for quite some time, we get this great synergy of all these sensor developments they've done and the algorithm knowledge they have so the best system gets put together," said Douglas Thomson, business development manager for Foster-Miller. "What we really wanted was to present something that could bring it all together and get it fielded."

Sensors have been a preoccupation for Foster-Miller's Joe Ting. An engineer, Ting worked closely with the WPSM developers to ensure that sensors measuring heart rate, breaths taken, skin temperature and ballistic impact from various manufacturers all were included in the system.

"If you could (have one sensor that could do it all) that would be the Holy Grail because you could cut down on power, weight and size," Ting said.

Sensors typically are about an inch square, Ting said, with the temperature sensor about the size of a dime. The largest is the respiration sensor, which goes around the chest and when it stretches, it implies whether and how someone is breathing.

"In the short term (from sensors) you want to be able to tell that something's wrong, somebody's hurt. In the future you really want to be able to tell exactly what is wrong and how bad it is and what can I do to help," Ting said.

To take a step toward the future vision, Ting and his crew are working with a company that makes wearable defibrillators to leverage that technology into being able to read digital EKGs on Soldiers wearing the WPSM system. "Realistically, that's a little bit farther out," he said.

The Ultimate Shirt

Putting these sensors on a belt that's sewn into a shirt helps fulfill the mandate of not interfering with a Soldier's performance.

"By and large, the medic sees the need while the average Soldier just wants to make sure it doesn't get in his way. You can't stick electrodes on a Soldier who is going to be running through dirt and swamps. (Sensors are) going to have to be gel-free, stick-free, and work without shaving people, or else it simply won't happen," Thomson said. "You have to understand the functional environment in which these sensors operate and design a technical system to gather the data and be durable in that environment."

Operational realities are also being factored in to see if they impede the belt from passing warfighter acceptance, as part of the mandate. Concerns about how the system works under body armor, how data is transmitted, and whether a belt will stay in place, are all being studied by the WPSM team of military and industry experts.

A promising solution is embedding the sensors in shirt like professional athletes wear that wicks sweat off their bodies. Having this new-age shirt would combine temperature control with super-fine conductive fibers that can transmit data. Simply put, it's "the brave new world of electronic textiles," said David Costello of Malden Mills in Lawrence, Mass., which has partnered with Foster-Miller and the Army for the WPSM program.

"We're working on the marriage of electronics into fabric structures, which had been talked about for some time but now is actually starting to happen," he said. "Malden Mills is knitting into the fabric a conductive fiber that's about as thin as a hair and that fiber, once it's knit into the fabric is as durable and robust as the

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rest of the fabric and a conduit through which you can flow either energy or information."

Malden Mills has worked on electronic textiles for eight years and fielded a garment "like a wearable electric blanket," Costello said. However, moving from that garment to physiological monitoring is "a huge leap because what you're trying to do is far more serious than heating somebody up. It's still lab-based technology and not commercial based but we're going through our learning process so we can scale it up."

According to Costello, wearability and durability are two of Malden Mills' main concerns in designing the shirt.

"When you think about what Soldiers are wearing these days, with body armor on top of this, as well as load carriage systems, backpacks and weapons and belts, it needs to be totally integrated with what a Soldier wears so there are no issues with it rubbing a funny way or crushing a sensor or doing something that's not right."

The fibers in the shirt must also be able to withstand the rigors of a knitting machine, a washing machine and a Soldier's lifestyle.

"You need it to be very flexible as well as stand up to everything that it is going to get exposed to once it's being worn around," Costello said. "(It's got to be) abrasion resistant, stand up to sweat and blood and dirt and salt and cold and wet and getting crammed into a backpack and sitting there for two weeks before it's pulled out and used. It can't have funk growing on it."

Concept

The general idea is the Soldier will put the high-tech shirt on just like he always has, except this shirt has sensors that collect data. All the data will flow to a wireless electronic information carrier that can then transmit the data to the medic via an antenna that's woven into the garment. Foster-Miller is working on what transmits the data as well as what receives it.

"As the Soldier of the future comes about, you're going to have this networked Soldier with a communications capability and all this computing power on him so the medic will be able then to zoom in on the Soldier, pick up some bandwidth, look at full readings on the data, and make a human assessment," Thomson said. "We're not talking about going to where the computer does the medical assessment, but the computer alerting the medic."

Keeping up with all the technologies planned for the future Soldier is also a goal the WPSM team.

"It's important to stay abreast of the way the system is developing so we can connect properly to whatever network they're going to have on their body, because we're not going to provide the secure communications network off the body. We stay up on what all the programs are doing and coordinate with them," Thomson said.

Freund said the Army isn't concerned with whether the initial system is a belt, a cummerbund or a t-shirt, just that the system delivered in 2006 does what it was

Must-Have Gear



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charged to do.

"If (WPSM is) successful in a belt format as an initial product, and we meet those metrics, then that's what the product will look like," he said. "I would like to deliver an electro textile solution in a t-shirt, if we could get that solution to work. Our goal is that when a warfighter dons his warfighting uniform, our system comes along for the ride."

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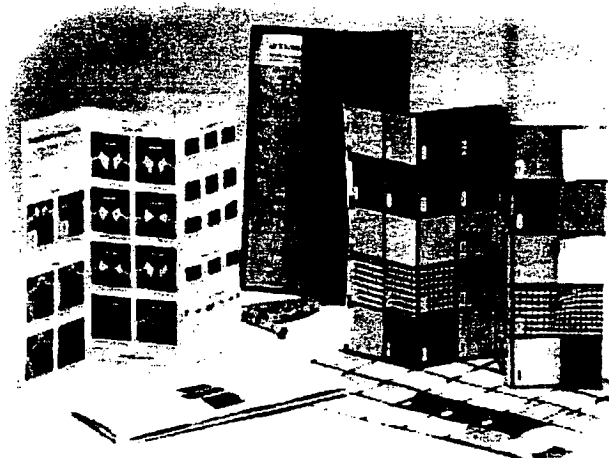
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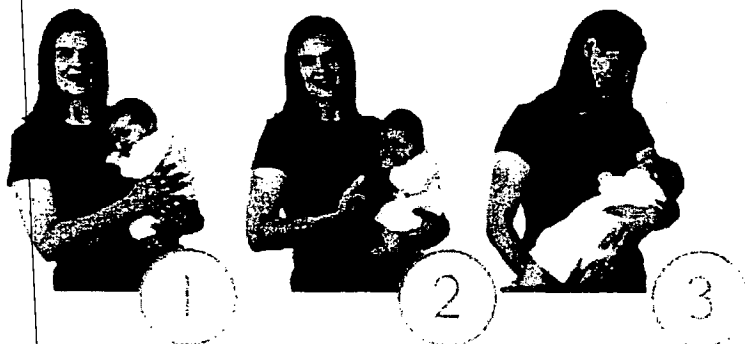
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Opening the 'envelope'



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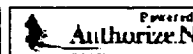
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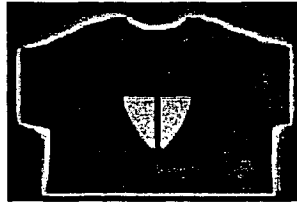
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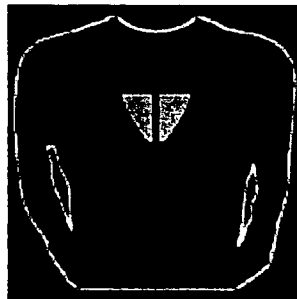


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SuperToe Long Sleeve

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SuperToe Long Sleeve

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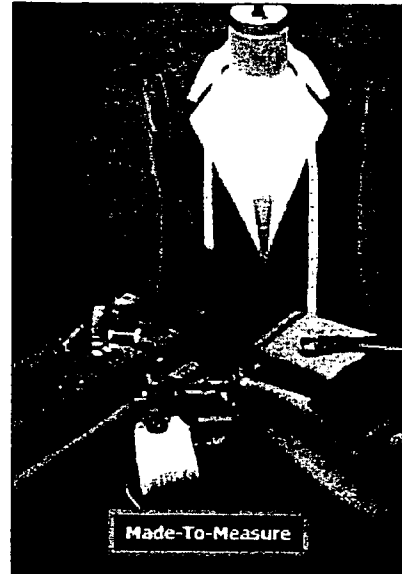
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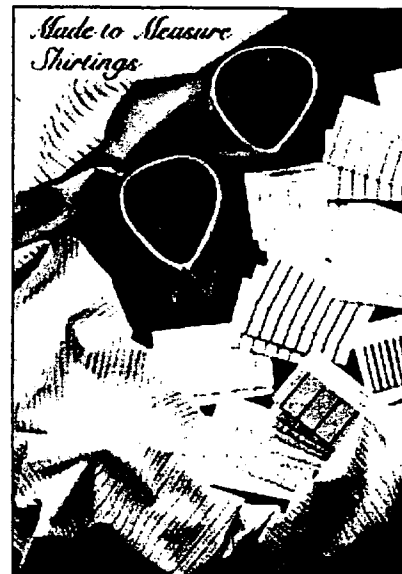
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- Snap-tab lets you seal neck up tight
- High waist snap-tab to adjust fit
- Elastic inner cuff keeps wind from whistling up sleeve
- Drawstring lets you adjust fit, keep wind out
- Double-compartment cargo pockets can be easily opened and closed with one hand
- Snap-tab on cuff to adjust fit
- Snap storm flap keeps wind from blowing through zipper
- Two-way brass zipper resists rust and corrosion
- Moleskin-lined handwarmer pockets

Color: Otter Green

Size: S,M,L,XL,XXL, XXXL

• Field Satchel

This is the ultimate field satchel. Handsome and incredibly durable, it will last a lifetime. Rugged, 100% Genuine Bridle Leather has a rich luster that increases in beauty each year you use it. Practical stand-up style gives easy access to inner compartments. Adjustable brass closure and lock. Brass-plated roller buckles. Adjustable and removable shoulder strap. A beautiful, rugged bag you'll use every day and appreciate for years. Made in USA. Genuine Bridle Leather

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Color: Dark Brown

Size: 17" W x 12-1/2" H x 4" D

• Alaskan Guide Shirt

We believe our Alaskan Guide shirt really does live up to our motto "Might As Well Have The Best." Full, relaxed cut and Filson's signature extra large pockets. Beefy 100% cotton for durability, soft brushed surface for comfort. Destined to become your favorite shirt. Machine wash/line dry. Allow 2-3% shrinkage -- buy the next size up. Made in USA of imported cotton.

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Features:

- Distinctive "Filson 1897" buttons
- Machine washable
- 100% Cotton
- Buttoned pocket flaps keep contents secure
- Attention to detail, quality construction Made in USA
- Full-cut with pleated back for excellent freedom of movement
- All body seams, pockets, cuffs and plackets are double-stitched for strength and durability

T 000437

- Long tail stays tucked during strenuous activity
- Extra large expandable chest pockets are unique to all Filson shirts
- Adjustable cuffs
- Relaxed shoulders, and large armholes for comfort and mobility in a wide range of active motion

Sizes: S,M,L,XL,XXL,XXXL

Colors: Blue/Black, Green/Black, Red/Black, Hunter Green, Navy, Burgundy, Camel

• **Mackinaw Vest**

Warm and versatile, indoors or out, this vest provides warmth without bulk. Wear it alone over a shirt, or as an added layer under a coat. The simple, classic design allows complete freedom of movement. Two upper utility pockets (one with slots to fit pens, Mini Maglite[®]), plus handwarmer pockets. 100% virgin wool Mackinaw Cloth 26 oz., except Charcoal which is 24 oz. Dry clean. Made in USA.

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•>PHOTOS

Sizes: 36,38,40,42,44,46 48,50

Colors: Red/Black, Gray/Black, Forest Green, Gray, Charcoal

• **Shooting Shirt**

Filson shirts have gained the reputation of "the ultimate shirt for the serious outdoorsman." Our highly comfortable and functional Shooting/Upland Shirt brings you all the same Filson shirt features you love, plus double-layer protection all around the sleeve forearm, and a protective shooting patch. This shirt, made of rugged, tightly woven 100% cotton Dry Finish Cover Cloth, 6oz., is lightweight and breathable. Protective second layer is made of Dry Finish Cover Cloth, (Desert Tan), Oil Finish, Cover Cloth (Otter Green) or acrylic Ten Mile Cloth[®] (Blaze Orange). Machine wash/line dry. Allow for 2-3% shrinkage -- buy the next size up. Made in USA of 100% imported cotton (except for blaze orange reinforcing which is USA acrylic Ten Mile[®] Cloth). 100% Cotton Dry Finish Cover Cloth 6 oz.

call for pricing
•>PHOTOS

Features Include:

- Full-cut shoulders and armholes for mobility in a wide range of active motion
- Reinforced forearms all the way around protect from abrasion
- Expandable pocket with button flaps hold contents secure
- Full-cut pleated back for freedom of movement
- Long tail stays tucked during strenuous activity
- Double stitched body seams, pocket, cuffs and plackets for strength and durability

Sizes: S,M,L,XL,XXL,XXXL

Colors: Desert Tan with Blaze Orange, Navy with Desert Tan, Hunter Green with Oil Finish Cover Cloth Otter

• **Packer Hat**

For cold weather protection and comfort, combined with great looks, our Wool Packer Hat can't be beat. Our 24 ounce Mackinaw Cloth, of 100% virgin wool, makes this hat warm, comfortable and durable. Leather hatband, cotton sweatband 2-1/4" brim. Made in USA. 100% Virgin Wool Mackinaw Cloth - 24 oz.

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Sizes: S,M,L,XL,XXL

Colors: Charcoal, Gray, Forest Green, Scarlet (Scarlet not available in small)

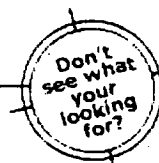
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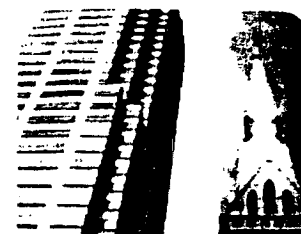
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Clothing Stores

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Indianapolis

Best Clothing Stores (Shopping)

Broad Ripple Vintage

(Shopping - Clothing Stores)

824 East 64th St, Indianapolis 46220-1692 • 317-255-4135

Description: This is not just your typical used clothing store. The storeowners take their trade very seriously - some of their goods are sold to the trendiest shops in Japan and Europe. All of the clothing is neatly displayed and organized by gender. This is the place to go if you are looking to make a statement at your next function with a psychedelic dress or a polyester bowling shirt.

User Rating: 10 / 10

[Details](#)
[Review this business](#)

Marigold

(Shopping - Clothing Stores)

6323 N Guilford Ave, Indianapolis 46220 • 317-254-9939

Description: This unique, contemporary women's clothing store is located in the heart of Broad Ripple Village. You'll find designer pieces, scarves, sweaters, jewelry, and a large selection of unique gift items at Marigold. Look for the embroidered shirts and appliquéd skirts that set the wearer apart from the crowd. Clothing for casual and dressy occasions is available.

[Details](#)
[Review this business](#)

N. Style

(Shopping - Clothing Stores)

38 East 16th St, Indianapolis 46202 • 317-931-3661

Description: This store has star power. The stylish, high-end shop features the creations of Geoffrey B. Small, the creator of "the ultimate shirt," and his styles have been worn by Winona Ryder, Mariah Carey, and Halle Berry. This should be your first stop when looking for clothing with attitude for both men and women.

User Rating: 9.6 / 10

T 000439



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Star Wars

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Star Wars - Battle For Naboo - T-Shirt

Your Price: from \$25.95

The battle for Naboo ensues in earnest on the front of this cool tie dye. Heavyweight cotton shirt.

BUY NOW



Star Wars - The Dark Side T-Shirt

Your Price: from \$19.95

The dark side - Darth Maul from Star Wars is featured on the front of this black cotton shirt.

BUY NOW



Battle Droid Stap

Your Price: from \$19.95

From Star Wars, this cool artwork of the battle droid on the front of this black cotton shirt.

BUY NOW



X-Battle

Your Price: from \$21.95

The Jedi and Darth Maul engage in a battle to the end - with light swords and warcraft. Cotton tie dye tee in an X pattern.

BUY NOW

Jar Jar

Your Price: from \$19.95

Jar Jar Binx - from the Star Wars prequel - is featured on

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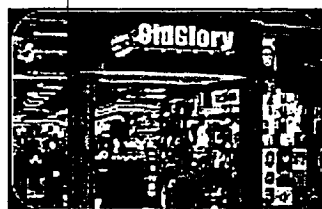
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Punisher, the
Spider-Man

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Squarepants

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the front of this cool cotton shirt.



Star Wars - X-Wing Logo Ringer T-Shirt

Your Price: from \$17.95

BUY NOW

This grey and black ringer t-shirt features the X-Wing Squadron on the front and the logo on the back.



Star Wars - Janga Collage - T-Shirt

Your Price: from \$19.95

BUY NOW

This could only be the most notorious assassin in the galaxy: Jango Fett! Collage of images is on the front and back of this black cotton tee.



Star Wars - Darth Face - T-Shirt

Your Price: from \$19.95

BUY NOW

This awesome shirt is a must for any Star Wars/Darth Vader fan... the high density ink feels like metal, for a kiler effect in both looks and texture! Vader is featured on both the front and the back of this incredible tee...



Star Wars - Evil Emperor - T-Shirt

Your Price: from \$17.95

BUY NOW

From Star Wars, the Evil Emperor lights up the front of this black cotton shirt. It appears as if he's coming right at you!

Star Wars - Death Star Battle - T-Shirt

Your Price: from \$25.95

BUY NOW

From the Star Wars saga

T 000441



comes the ultimate shirt featuring the ultimate battle! Exceptional detail! 100% cotton shirt.

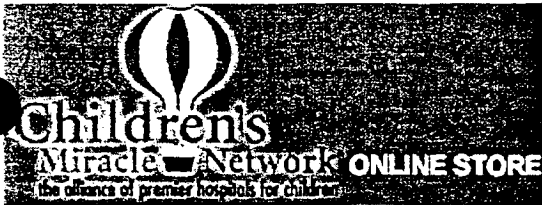
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Thursday, 1 December 2005 5:13:14 P.M.

Specials

Page: [[Prev](#)] 1 2

LADIES' SPORT NATIONAL V-NECK POLO
100% ring-spun combed cotton, solid pique body with fine striped collar, cuff and inside plack. New Ladies Fashion Cut. Sizes: S-2XL. Colors: White, Navy, Red. 15.00 EACH. #AC50-3006

Feature Price:
\$15.00

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MEN'S FINE LINE TWILL SHIRT
100% cotton, 6.5 oz. fine line long sleeve till shirt. ...the ultimate shirt for dress up or casual wear. Washed and pre-shrunk for ultimate comfort. Embroidered logo. Sizes S-XXXL. Colors: Navy, Red, Royal Blue. \$18.00 each. Order #AC50-3008.

Feature Price:
\$18.00

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LADIES FINE LINE TWILL SHIRT
100% cotton, 6.5 oz. fine line long sleeve twill shirt...the ultimate shirt for dress up or casual wear. Washed and pre-shrunk for ultimate comfort. Embroidered logo. Sizes: S-XXL. Colors: Navy, Red, Royal Blue. \$18.00 each. Order #AC50-3010.

Feature Price:
\$18.00

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HAT/SAM'S CLUB BRUSHED TWILL
Structured hat with adjustable back. Color: Khaki
Item #AC41-1413-S. \$4.50 each.

Feature Price:
\$3.50

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CLOCK/SWIVEL
Quarts analog clock swivels to read at any angle. Imprint with CMN logo. Color: Burgundy. \$5.25 each. Order #AC04-0004-S

Feature Price:
\$4.50

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Women's Clothing > Women's Shirts > Women's Casual Shirts- Long-Sleeve

Ex Officio Air Strip Long Sleeve Shirt - Women's



SALE

Sale Price:

\$54.95

Our Price:

\$78.95

Free

Shipping!

Quantity

Available:

> 15

Ships

Immediately

Item #

EXO0060



PLACE ORDER HERE

Select Color/Size:

Select options

Quantity: 1



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SWEEPSTAKES

FEATURES

Materials:

85% nylon, 15% polyester

Pockets:

2 expandable pleated bellows pockets, 1 hidden security pocket

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Woolrich Bow Creek Shirt Jac - Women's
Price: \$59.95



Woolrich Pleasant Hills Shirt Jac - Women's
Price: \$59.95

Gramicci Aloha Cord Shirt - Women's
Price: \$27.95

Available Colors: (click to view)



Pale Cypress



Sand

Description of Ex Officio Air Strip Long Sleeve Shirt - Women's:

Ex Officio's Long Sleeve Airstrip Shirt for Women is the ~~ultimate shirt~~ for backcountry trips and international travel. Ex Officio uses their lightweight Drylite fabric because it has excellent wicking properties, a UPF rating of 30+, and a soft feel. The Airstrip is quick drying and well ventilated so you'll stay cool. It has an adjustable 3-position sun collar because you don't want the sun on your neck if you're paddling across a lake at noon or hiking on an exposed trail. Pleated bellows pockets plus a hidden security zip pocket give you enough storage room for a compass and trail snacks.

Bottom Line: Works so you'll be more comfortable whether you're in a desert of jungle.

T 000444

PLACE ORDER HERE

Select Color/Size:

Select options ▼

Quantity: 1



Reviews (1):

Average Rating: ▲▲▲▲

Air Strip Long Sleeve Shirt 06-30-05

DiDi (2): ▲▲▲▲

This is perfect as the base layer under light fleece. Used it during my kayaking trip in Oregon and stayed toasty warm. It tends to run a little big so order a smaller size than your usual one.

3 of 3 people found the above review helpful:

Was this review helpful to you? ☒ YES ☐ NO

■ [Write a review of Ex Officio Air Strip Long Sleeve Shirt - Women's](#)

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Twill Shirts

Twill Shirt Embroidery Specialists - BERDA.COM

Long Sleeve Twill Shirt



Custom Embroidered Twill Shirt

Acclaimed by the business world as the ultimate shirt for dress up with a tie, or casual without one. This style of shirt along with the oxford style are the most sought after woven shirts in corporate America.

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Item No. BC-TW-8960-TE (Text Only) - Item No. BC-TW-8960-LE

Finely tailored in 100% cotton (washed, softened, and pre-shrunk). Every shirt is colorfast to retain it's neat comfortable appearance. A 6.5 ounce heavyweight with a one patch pocket and button down collar.

Text Embroidery:

# of Shirts	3-6	7-11	12-23	24-47	48-71	72-143	144+
Standard Colors	\$35.99	\$32.99	\$30.99	\$23.99	\$20.99	\$18.99	\$17.99
Premium Colors	\$38.49	\$35.49	\$33.49	\$26.49	\$23.49	\$21.49	\$20.49

Logo Embroidery:

# of shirts	3-6	7-11	12-23	24-47	48-71	72-143	144+
Standard Colors	\$50.99	\$40.99	\$32.99	\$25.99	\$22.99	\$20.99	\$19.99
Premium Colors	\$53.49	\$43.49	\$35.49	\$28.49	\$25.49	\$23.49	\$22.49

The average logo contains 8000 stitches or less. The prices indicated above include the shirt with your logo embroidered with up to 8000 stitches on the left chest. If your logo exceeds 8000 stitches you will be advised of any additional costs.

Available in short sleeve version (Item No. BC-TW-SS-8965-TE/LE).

Shirts are available in Women's sizes (Item No. BC-TW-8966-TE/LE).
Women's shirts do not have a pocket.

Include an additional \$3.00 to the prices listed above for size 2X
Include an additional \$6.00 to the prices listed above for size 3X
Include an additional \$8.00 to the prices listed above for size 4X

Information on [Text
Embroidery](#)
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Embroidery**How to determine your shirt size.**

Small = 14.5 Neck X 32/33 Sleeve

Medium = 15.5 Neck X 32/33 Sleeve

Large = 16.5 Neck X 34/35 Sleeve

XL = 17.5 Neck X 34/35 Sleeve

2X = 18.5 Neck X 34/35 Sleeve

All prices listed above are for the following colors:**Standard Colors:**

Navy	White	Black	Khaki	Red	Forest Green	Natural	Yellow
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Premium Colors:

Purple	Orange	Burgandy	Sky Blue	Turquoise	Royal	Kelly
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All prices are subject to change without notice.

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T 000447



News Center Product & Business News

Dow Fiber Solutions Introduces First-Ever Non-Iron Stretch Fabric

Say Goodbye to Ironing - DOW XLA Fiber Revolutionizes Ready-to-Wear Market

Horgen, Switzerland - September 19, 2005

With consumers continuing to seek ways to simplify their lives and cut back on time-consuming domestic activities, Dow Fiber Solutions presents DOW XLA™ fiber - a revolutionary fiber - the first and only stretch solution that can be combined with true non-iron finishes to create the ultimate shirt for today's busy lifestyles.

According to a national survey by Whirlpool Company¹, ironing ranks high on consumers' list of most hated tasks. In fact, nearly one in three people would rather go to the dentist than iron. Ironing ranks second, behind cleaning the bathroom, among most detested domestic chores. Thirty-one percent surveyed dislike ironing so much they never do it all. According to the Clothing Care Habits and Practices Survey², 75 percent of all clothes are sent to the dry cleaners to remove wrinkles and odors - not to remove visible stains. For these many people, DOW XLA fiber will greatly simplify their lives, their pocketbooks and their wardrobes.

Brad Miller, commercial director for Dow Fiber Solutions, said, "We are delighted to be partnering with the textile industry to provide truly differentiated solutions for brands, retailers and consumers. With ironing ranking so low on consumers' desired activities, we feel that we are providing real value to our partners and consumers. DOW XLA fiber is the perfect complement to easy-wear, easy-care textiles."

Brooks Brothers was the first U.S. retailer to use DOW XLA fiber, introducing it in fall 2004 by weaving it into its two-ply cotton shirt to create a new women's fitted shirt that doesn't require ironing. "We incorporated DOW XLA fiber into our two-ply cotton shirts to provide added value and the ultimate in comfort to consumers," said Joe Dixon, vice president of production and manufacturing for Brooks Brothers. "We can now offer our shoppers a shirt that doesn't require ironing and also retains its fit and shape."

Other major retailers are also now incorporating DOW XLA fiber into their garments and retailers in Europe, such as CasaModa in Germany, are also using the fiber.

DOW XLA fiber is the world's first olefin-based stretch fiber that is inherently resistant to harsh chemicals and high heat - enabling it to be combined with true non-iron finishes. Other elastic fibers can't survive the process and chemicals required to become non-iron. DOW XLA is the only fiber that behaves perfectly in this environment and the only stretch fiber to allow achievement of a DP rating of 3.5, even after 50 washing cycles. This rating defines a true non-iron fabric.

Visitors to the Dow Fiber Solutions stand 5F46-5F42, hall 5 at the Premiere Vision - Expofil show and to stand A04, hall 2 at Texworld have the opportunity to see ready-to-wear fabrics containing DOW XLA fiber.

For more information, please refer to the DOW XLA backgrounder or visit www.dowxla.com.

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1 A national Omnibus survey conducted for the Whirlpool Corporation in August, 2005 by Ipsos.

2 Survey conducted in 2000

For Editorial Information:

Bettina Grabher
Dow Fiber Solutions
+41 44 728 2319

T 000448

Amanda Willius
Porter Novelli
+1 617 897 8267

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Women's Eco-Mesh Shirt

You might also consider:

Featherweight Sunscreen. This hot-weather shirt offers complete air-conditioning comfort.



Women's Adventure Top

Now: \$34.00-54.00

Was: \$54

Item #: ECW

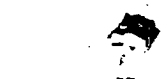
Color:

Size:
(Sizing Chart)

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Weight: 5 lb

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Women's Oasis Shirt



Women's Adventure Khaki's

Additional images/colors show below:



- Mesh back and side panels for maximum ventilation
- Efficient chest pocket
- Akwadyne Supplex Nylon
- Only 5oz!

We received the most delightful telephone call the other day when a tennis teaching pro in Florida told us that some of his students - a few spry "grannies"-always show up for practice wearing their Eco-Mesh Shirts. These sun-conscious woman demand the very best in lightweight, sun-blocking apparel. We're pleased that RailRiders can oblige. After all, this best-selling shirt was literally forged in the desert heat as the ultimate shirt for ultrarunners in the fabled Marathon Des Sables - a six-day, 150-mile, solo race in the Sahara. And that's the inherent beauty of the Eco-Mesh shirt - originally designed for adventure racing yet appropriate and stylish for local weekend court action. Our hot-weather shirt will always keep you cool and calmly focused.

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Altec Lansing inMotion
IM716 (Headphones)

Apple iPod AV Cable
(Accessories)

Apple iPod Docks
(Accessories)

SPECIAL OFFERS:

When I got back to the office, I dug out the Koyono BlackCoat T. It looked like any other black T-shirt except for the 5" red zipper down the middle of the chest. It fit just like a standard T-shirt except that the cotton was clearly of a better grade than most of the T-shirts in my closet. But that zipper was the key—unzip it and you've got a storage area for, and quick access to, your smaller gear.



Looks Can Be Deceiving

Contrary to my assumption, the BlackCoat T doesn't feature a simple pocket in the middle of your chest. Stick your hand inside and you discover a pocket system that stretches across the front of the shirt and down each side. You can place small items—like an iPod shuffle, for example—in the middle, just behind the zipper, but the actual “pockets” are located on the sides of the shirt just below chest level. These pockets are much preferred for most gear; instead of a bulging bump of gadget in the middle of your chest, you get a more subtle lump on your side—easier to hide under a shirt or coat, and much more comfortable.

T 000451

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TOP STORY

February 22, 2005 PLAYLIST

The iPod Guide to Winter Sports

Winter is just around the corner and with it the ski and snowboard season. Resorts have already opened in much of North America and Europe, where skiers and boarders will turn out this year with iPods in tow. No matter if your winter plans include snowshoeing, skiing, boarding or skating, Playlist has you covered with everything you'll need to take your iPod out into this season's winter wonderland.

THE IPOD BLOG

Giving thanks

If you're a music consumer, the iPod, and those entities related to it, give you a lot to be thankful for. My turkey-day shout-outs go like this.

NEWS HEADLINES

SkipJam iMedia Center works with iPod**Bosco's Pod Pouch ships****The iPod Guide to Winter Sports****Apple's iTunes edging out music stores**

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Review: Tivoli Audio iSongBook**Review: Altec Lansing inMotion iM5**

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Who needs a case when you've got a T-shirt?

By Dan Frakes

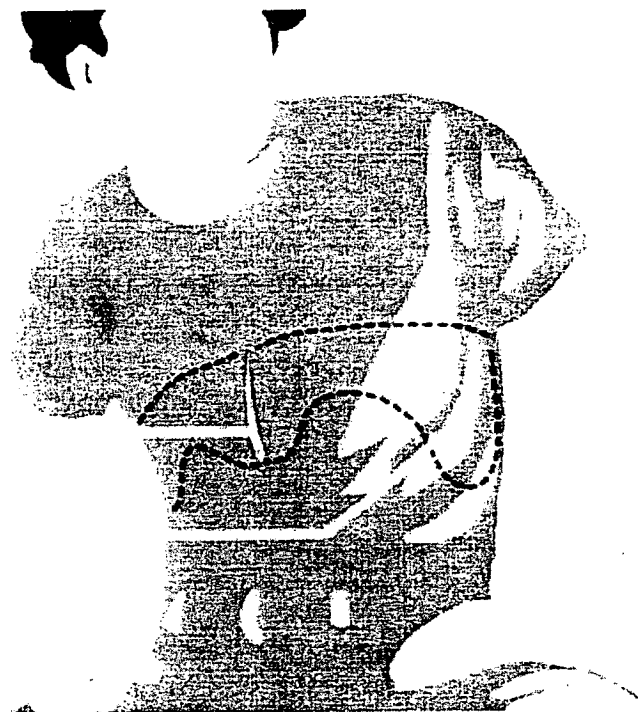
Each day we receive cool iPod gadgets to evaluate, but a while back I received one of the more interesting products I've seen: a T-shirt with a zippered pocket on the front designed to hold portable devices such as cell phones, PDAs, or music players. I thought it was an interesting idea, but the thought of an iPod (or even an iPod mini) tugging down at the front of my shirt put me off a bit. I set the shirt aside, meaning to eventually give it a thorough evaluation, and promptly forgot about it.

Then one day in early January I was wearing my new iPod shuffle at the gym, facing a bit of a dilemma: I had no pockets, so I was forced to wear the shuffle on its lanyard. I didn't want to hang it outside of my shirt, both because the precious dangling object might get caught on something metal and heavy, and because the shuffle was new enough that people would probably think I was trying to look trendy-cool. At the same time, I didn't want to put the shuffle inside my shirt because, well, I was at the gym. People—including me—tend to sweat at the gym.

What to do?

I found myself wishing I had one of those circa-1990 Gap "pocket T" shirts—the ones with the pocket on the chest. Then I remembered the T-shirt. The one with the zipper in the middle.

T 000452



This pocket system makes the BlackCoat T a perfect way to carry your iPod shuffle—just stick it in one of the side pockets and then run your headphone cable out the zipper. The shuffle is so thin and light that during my testing I often forgot I had the shuffle with me. It was only after looking down to see my headphone cable oddly emerging from my chest area that I remembered I had an iPod in there.

But this design also makes the BlackCoat T the ultimate shirt for exercising with your iPod shuffle. The location of the main pockets—on the sides of your body, just forward of where your arms and torso brush against one another—places your iPod shuffle in the ideal location for working out: No matter what exercise you're doing, on which machines, the shuffle remains elusive to bumps and crushing. On your stomach? The iPod's off to the side. On your back? Ditto. Doing curls with your arms at your sides? It's just forward enough not to get in the way. And your shuffle's not going to fall out or dangle loosely when you're bending over. I plan on buying a few BlackCoat T's just for working out—they're that great.

(It appears that I'm not the only one enamored of the BlackCoat T for exercising. During my testing at the gym, I was using a black version with a red zipper—which made it obvious that I had some sort of pocket there—and several people approached me to ask me where to get one. On the other hand, the design creates new opportunities for disaster—more than once I almost threw my iPod shuffle in the washing machine.)

On Beyond Shuffle

Of course, the BlackCoat T isn't just for iPod shuffles. The company promotes their unique apparel for carrying many other items, including full-size iPods, mobile phones, and small items like cash/cards/ID. Although I found a full-size iPod to be a bit too heavy, an iPod mini wasn't too bad when the shirt was worn under a jacket. I imagine the white version of the shirt would be useful for storing small items under a dress shirt or suit jacket. (The pocket's central zipper is easily accessible when wearing a button-down shirt.)

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12/2/2000

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Oregon Track / XC Singlet, LARGE: Prefontaine Oregon Singlet: Here is the legendary Oregon Track and Cross Country Singlet replica of the generic variety as worn in the early '70s, mint cond., size LARGE, ready to wear or display as you see fit. This is in brilliant yellow with the famous "OREGON" block yellow lettering framed in lime green on the chest. This is the ~~ultimate shirt~~ for road racing, the track or cross-country this fall. Whether running intervals, fartlek or long slow runs, you will be wearing the Prefontaine like singlet he wore during his record setting days in Eugene at Hayward Field. As you can see in the highly collectible June 15, 1970 Sports Illustrated with Pre on the cover (elsewhere in the GoPre.com store), Pre looked his best wearing the Oregon singlet and left an indelible mark on U.S. distance running. Also notice that in this picture and all the others we've seen, Pre never ran in a Nike branded singlet as far as we know he only had the opportunity to run in a generic singlet as shown here in this replica singlet designed very similar those used by Oregon in the early '70s. In fact, Oregon runners did not don a Nike branded (with an external logo anyway) until the later '70s based on all the Oregon team pics we've seen. He wore Nike shoes but we believe he never wore a Nike singlet. If you're a real runner, there's no better way to be like Pre than with this new, never worn racing singlet. This makes a tremendous birthday present for the special runner in your life or for yourself.

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Those Eyes, I've seen them before!

Are you talking to me? Give them a taste of those firing eyes, the ones that haunt you in the middle of the night. Bring them to the bar with you and let them stare back at the world. Buy this shirt, buy this shirt....you are getting very sleepy.

Sale Price: \$16.99**Retail: \$20.00****item # GF-450**

This shirt is made of a high quality cotton blend and is machine washable. We use quality shirts, so not only will the shirt still look good after a good washing, you won't smell!



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I GOT FIRED!

This one has More power. I fun....

This shirt lets the world know th and a force to be reckoned with. only one that announces who ge know what is up.

This is a great shirt to give to yo watching The Apprentice. Maybe this is exactly what they need to

Sale Price : \$16.99**Re****item # GF-440**

This shirt is made of a high qual machine washable. We use qual the shirt still look good after a g smell!

T 000456

12/2/2005

I GOT FIRED!

BY YOU KNOW WHO??

Guess who??

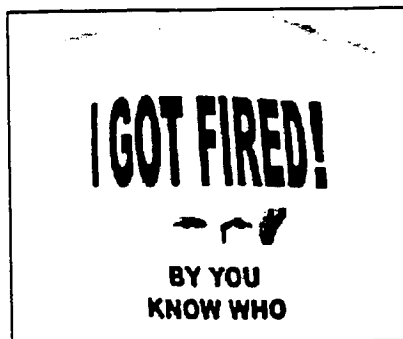
Hopefully not your Momma! It does not get any better then this!! This turbo charged, 100% Cotton stitched piece of "Look at Me" is bound to get you lots of attention. **Maybe even hired!**

Sale Price: \$16.99	Retail: \$20.00
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item # GF-430

This shirt is made of a high quality cotton blend and is machine washable. We use quality shirts, so not only will the shirt still look good after a good washing, you won't smell!

Si
Co



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Size

Color

SOLD OUT

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The Fully Loaded Master Of

The ultimate shirt for all The App... This is an amazing shirt that just I'm thinking free drinks at the bar shirt. Either because they feel so to be your friend. This T-Shirt sh... you want and more. No guaran... promise.....just like at work

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Shirt Details:

A great design on a high quality shirt. All shirts are made by Fruit of the Loom. They are 100% Heavy Cotton. Available in small, medium, and large sizes. We have made these shirts extremely affordable, so everyone can own one without having to empty their wallets.

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Hi Debbie I just wanted to drop you a quick note to let you know what a hit the mugs we bought were. Everyone thought they were great. They arrived on time and we were able to distribute them as we planned without a hitch and got a very positive reaction.

Dan Ewing
Vice President Human
Resources

Thursday 01 December, 2005

Viewing Promotional Shirts from Blue Generation ® - ASI 40653 / BG-821**Blue Generation ® ASI# 40653 - BG-8213S-24**

Core colors - Men's 6.5 oz. short sleeve fine line
100% cotton twill shirt.

Men's 6.5 oz. 100% cotton fine line twill shirts, the **ultimate shirt** for dress up with a tie or casual without one. Washed softened and preshrunk for ultimate comfort. Every shirt is reactive dyed (colorfast) to retain its neat appearance, full cut, one patch pocket, button down collar, double back yoke, hemmed cuffs.

Sizes XS,M,L,XL,2XL,3XL,4XL,6XL,7XL,5XL,S**Colors** Black, Burgundy, Hunter, Natural, Navy, String, Tan, White**Materials** Cotton, TwillPlease call **1-800-455-1350** to place your order.

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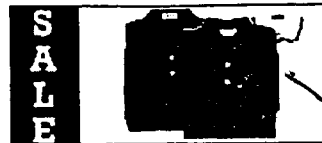
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Product Name:

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Item is priced blank

Sizes: XS-3XL.

Additional cost for 2XL is \$2.50 per item and 3XL is \$5.00 per item.

Colors: Maize, Burnt Orange, Pink, French Blue, Natural, Chocolate, Forest, Mustard, Grape, Sangria, Turquoise, Kiwi, Violet, Mango, Jade, Light Blue, White, Navy, Hunter, Kelly, Yellow, Orange, Red, Purple, Olive, String, Tan, Burgundy, Royal, Grey, Black.

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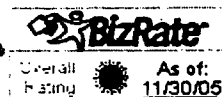
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Take advantage of our Intro Special. Order (12) short-sleeve embroidered t-shirts or (9) embroidered long-sleeve tees and get embroidery set-up FREE. A savings of up to \$125. [/intro.php](#)

Beefy Short Sleeve T-Shirt

~~The ultimate shirt~~ on the market is our Beefy-T. 100% heavyweight, pre-shrunk cotton. Your left chest embroidery as usual can be a logo, web address bar design, or on of our [Instant Embroidery Logos](#).

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12	24	36
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Beefy Long Sleeve T-Shirt

\$24.95

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Qty Savings:

12	24	36
\$19.96	\$18.71	\$17.46

As Low As:
\$ 13.72
(96 Pieces)

Sizes:
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Colors:
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Black
Forest
Navy
Purple
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Royal
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White

This is identical to our short
sleeve t-shirt above except in
long sleeve. The ultimate shirt
on the market is our Beefy-T.
100% heavyweight, pre-shrunk
cotton. Your left chest
embroidery as usual can be a
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on of our [Instant Embroidery
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For great deals on these
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quantities beginning at just 12,
see below for our [quantity
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\$21.95

This 100% heavyweight, pre-shrunk white cotton t-shirt has contrasting neck and arm bands. Your left chest embroidery as usual can be a logo, web address bar design, or on of our Instant Embroidery Logos.

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Royal

Black / Gold

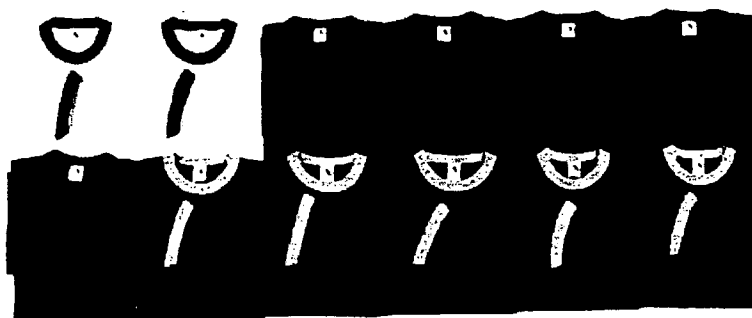
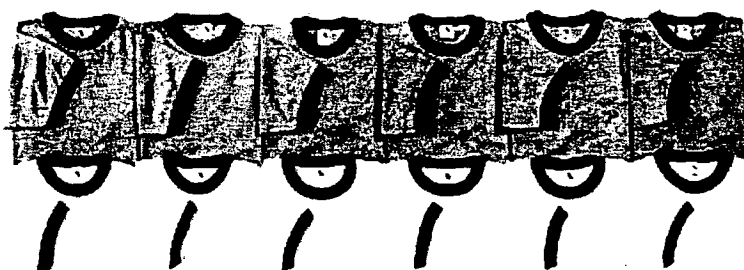
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Orange

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Our Buzz Off™ apparel from World Wide Sportsman™ is E.P.A. registered to repel mosquitoes, ticks, ants, flies, chiggers and more. Reducing the need for sprays or creams, this protection is bonded into the fabric and is odorless, invisible and proven effective through 25 washings. Also withstands rain, sweat and harmful UV rays. This repellent is a man-made version of a centuries-old insect repellent made from chrysanthemums. Available only in the U.S.

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<input type="text" value="0"/>	\$32.88	38-791-937-01	TAN	S
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<input type="text" value="0"/>	\$32.88	38-792-399-01	ORANGE	S
<input type="text" value="0"/>	\$32.88	38-792-399-02	ORANGE	M
<input type="text" value="0"/>	\$32.88	38-792-399-04	ORANGE	XL
<input type="text" value="0"/>	\$32.88	38-792-399-05	ORANGE	2XL
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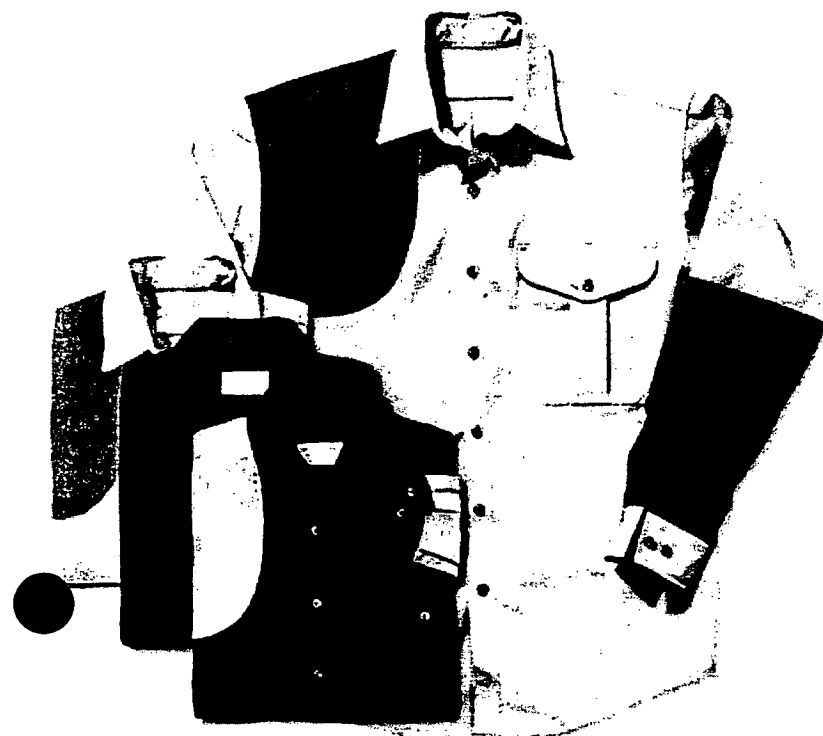
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Filson Shooting / Uplander Shirt



Price: \$84.95

Quantity

1

Please Choose Color and Size

Desert Tan/Otter Green -- Medium

You might also like

SKU: 552

Product Description:

Filson shirts have gained the reputation of "the ~~ultimate shirt~~ for the serious outdoorsman." Our highly comfortable and functional Shooting/Uplander Shirt brings you all the same Filson shirt features our customers prefer, plus double-layer protection all around the sleeve forearm, and a protective shooting patch. This shirt, made of rugged, tightly woven 100% cotton Dry Finish Cover Cloth, 6oz., is lightweight and breathable. Protective second layer is made of Dry Finish Cover Cloth (Desert Tan), Oil Finish Cover Cloth (Otter Green) or acrylic Ten Mile® Cloth (Blaze Orange). Made in USA of 100% imported cotton (except for blaze orange reinforcing which is USA acrylic) Machine wash/line dry. Allow for 2-3% shrinkage -- buy the next size up.






Features Include:

- Full-cut shoulders and armholes for mobility in a wide range of active motion
- Reinforced forearms all the way around protect from abrasion
- Expandable pocket with button flaps hold contents secure
- Full-cut pleated back for freedom of movement
- Long tail stays tucked during strenuous activity
- Double stitched body seams, pocket, cuffs and plackets for strength and durability
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- Adjustable cuffs
- Quality construction
- Made in USA

Extra Information

Usually ships: 2-4 business days

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ItemID 22900

Pressing ROYAL BLUE - Original

Type M

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Ex Officio Air Strip Long Sleeve Shirt - Women's

Sale Price: \$54.95 (Save 30%)

Retail Price: \$78.95

Free Shipping!

Item # EXO0060

Quantity on hand: 15

Ships Immediately



Select Color/Size:

Select options

Quantity: 1

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Materials: 85% nylon, 15% polyester

Pockets: 2 expandable pleated bellows pockets, 1 hidden security pocket

View larger image of Ex Officio Air Strip Long Sleeve Shirt

- Women's

Ex Officio

Available Colors: (click to view)



Niagra



Pale Cypress



Sand

Description of Ex Officio Air Strip Long Sleeve Shirt - Women's:

Ex Officio's Long Sleeve Airstrip Shirt for Women is the **ultimate shirt** for backcountry trips and international travel. Ex Officio uses their lightweight Drylite fabric because it has excellent wicking properties, a UPF rating of 30+, and a soft feel. The Airstrip is quick drying and well ventilated so you'll stay cool. It has an adjustable 3-position sun collar because you don't want the sun on your neck if you're paddling across a lake at noon or hiking on an exposed trail. Pleated bellows pockets plus a hidden security zip pocket give you enough storage room for a compass and trail snacks.

Bottom Line: Works so you'll be more comfortable whether you're in a desert of jungle.

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Ex Officio Air Strip Long Sleeve Shirt - Women's

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Reviews (1):

Average Rating: ★ ★ ★ ★

Air Strip Long Sleeve Shirt 06-30-05

DiDi (2): ★ ★ ★ ★

This is perfect as the base layer under light fleece. Used it during my kayaking trip in Oregon and stayed toasty warm. It tends to run a little big so order a smaller size than your usual one.

3 of 3 people found the above review helpful:

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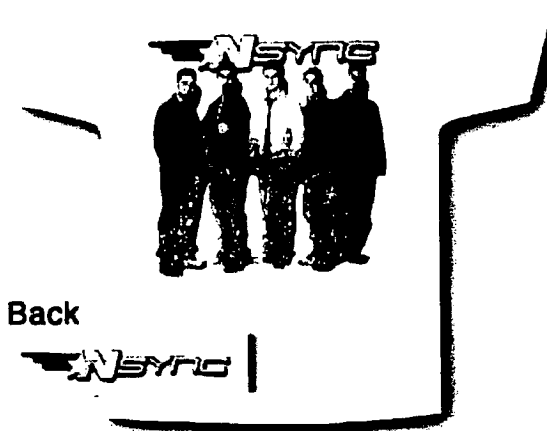
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Nsync - Blue Foil - T-Shirt

007031NSTS

List Price: \$19.95

Your Price: from \$9.97

You Save: \$9.98 (50%)

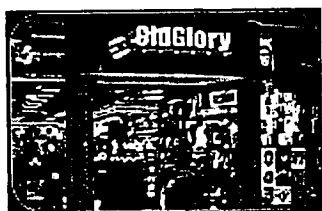
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Size

Wild shirt featuring Lance, Justin, Joey, Chris and JC! Bright white shirt is the perfect background for the almost electric blue image of NSYNC. Band is "divided" by a change to crinkled foil effect midway down the image. This top quality shirt is extremely hard to find and is the ultimate shirt for the ultimate fan! Also available in youth sizes.

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Blue Generation Womens Long Sleeve Fine Line Twill BG6213

[BG-6213]

Blue Generations 100% Cotton Long Sleeve Fine Line Twill for Women. BG6213.

The ultimate shirt for dress up or casual wear.

Washed and preshrunk for ultimate comfort.

Every shirt is reactive dyed (colorfast) to retain its neat appearance.

Our top selling mens shirt in a ladies fitted style.

- Pleated back,
- no patch pocket.
- Ladies and Mens Style has button down collar
- Comes in 16 Colors in sizes from Small to 4XL.

See drop down menu for quantity discounts.

Choose any combination of sizes, colors and mens style (BG8213) to meet minimum requirements for quantity discounts.

Available Options:

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Natural	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
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Turquoise	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Violet	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Navy	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0

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Yellow	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Orange	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Purple	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Purple	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Tan	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Burgundy	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Royal	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0
Black	\$31.50 0	\$31.50 0	\$31.50 0	\$31.50 0	\$40.50 0	\$37.50 0	\$34.50 0

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Salute to Sir David Hack of the Royal Ffrench Family of Ireland.
A man of a new millennium and a knight of a new frontier.

David Hack was always keenly interested in his family's history. Fully aware for a long time that his mother was descended from the Royal Ffrench Family of Ireland, who were noble lords of the realm, he decided to re-kindle those ancient connections. His illustrious roots were discovered by researchers in Ireland, England and France. Historians have long felt that hereditary titles should not simply be passed on to the next in line, but should remain dormant until someone of that bloodline rises to significant prominence, either in the field of war, the church, or in international commerce. David Hack has risen to prominence in all those fields of endeavour. Sir David Hack of the Royal Ffrench Family of Ireland, a true and worthy Knight of the New World. - Gerald P. Curran, writer & broadcaster on the Legacy of Irish History

Sir David Hack, CEO of US Wings, is a direct descendant of the Royal Ffrench Family of Ireland (read more about it [here](#)). The Ffrench's were a highly distinguished and respected family in Ireland, and each item in our Sir David™ Collection features the Royal Ffrench Family Coat of Arms. The crest gives each item in our collection a truly "Royal" look and will make the wearer feel like royalty! Exclusively from US Wings.

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Sir David™ CWU-45P Jacket

We also offer the genuine Royal Family Coat of Arms on a black CWU-45P flight jacket. This jacket is a class-act all the way! The CWU-pattern is known for its warmth and light weight. The jacket features two large front cargo pockets, utility pocket on

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Sir David™ Dress Shirts



The ultimate shirt for the fashion-conscious executive or anyone else with "royal" aspirations! Our Sir David™ Dress Shirt is a two-ply 100% cotton twill shirt that is both stylish and comfortable. The shirt features a button-down collar and a left chest pocket with a direct embroidered Royal Irish Coat of Arms above it. Looks great with a tie or without. No-iron, wrinkle-free technology and machine washable for convenience. Available in light blue or white; please specify color.

Important! Please specify neck size, sleeve length and chest size (see size chart & measuring info [below](#)) for proper fit.

Sir David Dress Shirt, Lt Blue

Item#: SDDSLB

Size: (S-2XL)

Color: Light Blue

Price: \$59.95 + \$5.95 S&H

Size:

Quantity:



Sir David Dress Shirt, White

Item#: SDDSW

Size: (S-2XL)

Color: White

Price: \$59.95 + \$5.95 S&H

Size:

Quantity:



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Men's Bamboo Shirt

Bamboo print with black Corona logo on left chest...classy look for any party. \$34.99

Select Size:

Medium ▾

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Men's Hula Girl Shirt

A soft Hawaiian look with Corona sleeve logo. \$34.99

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Men's West Coast Cycle Shirt

West Coast style road rocket with Corona logo on sleeve...the best of two worlds. \$34.99

T 000482

12/1/200



Select Size:

Medium ▾

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Corona Bottle Camp Shirt

~~The Ultimate shirt~~ for Corona lovers. You'll be the talk of the town in this shirt! \$10.99

Select Size:

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Long Sleeve Denim Shirt

100% stonewash color denim with left chest pocket, double needle seams, two button adjustable cuffs and embroidered logo on left chest. Available with Corona Light (as shown) or Corona Extra logo. \$22.99

Select Size: Select Logo:

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Corona Extra ▾

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Also available in short sleeve. Same great shirt with short sleeves. Goes great with our Corona blue jeans. \$18.99

Select Size: Select Logo:

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Shmix Zip Shirt Ref: KB005

The ultimate shirt for the season from Kana Beach. Zip front for comfort with detail stitching, a great garment for a night on the town or just chilling out.

From Kana Beach

Price: £15.00

Colour

Khaki

Size

☒ Medium ☐ Large ☐ X-Large



Hawaiian Shirt - Split Pea Ref: IHW004

A testosterone rich shirt depicting the male hemp flower. A classic Hawaiian fit which buttons to the collar. Imported direct from Hawaii, the original and the best.

From Island Hemp Wear

Price: £20.00

Size

☒ Small



Hawaiian Shirt - Green Ref: IHW003

Depicting the classic canna leaf, represents the great origins of this plant and shirt. A relaxed fit which buttons to the collar. Imported direct from Hawaii, the original and the best.

From Island Hemp Wear

Price: £20.00

Size

☒ Small ☐ Medium ☐ Large

**Breeze-down Button** Ref: NH005


A great short sleeve shirt for those casual Summer nights out. An open collar with coconut buttons, looks great in the pale mist, a must for any wardrobe!

Material - Hemp/Cotton tencel

From Natural High Lifestyle

Price: £15.00

Colour

Mist 

Size

☒ Medium ☐ Large ☐ X-Large

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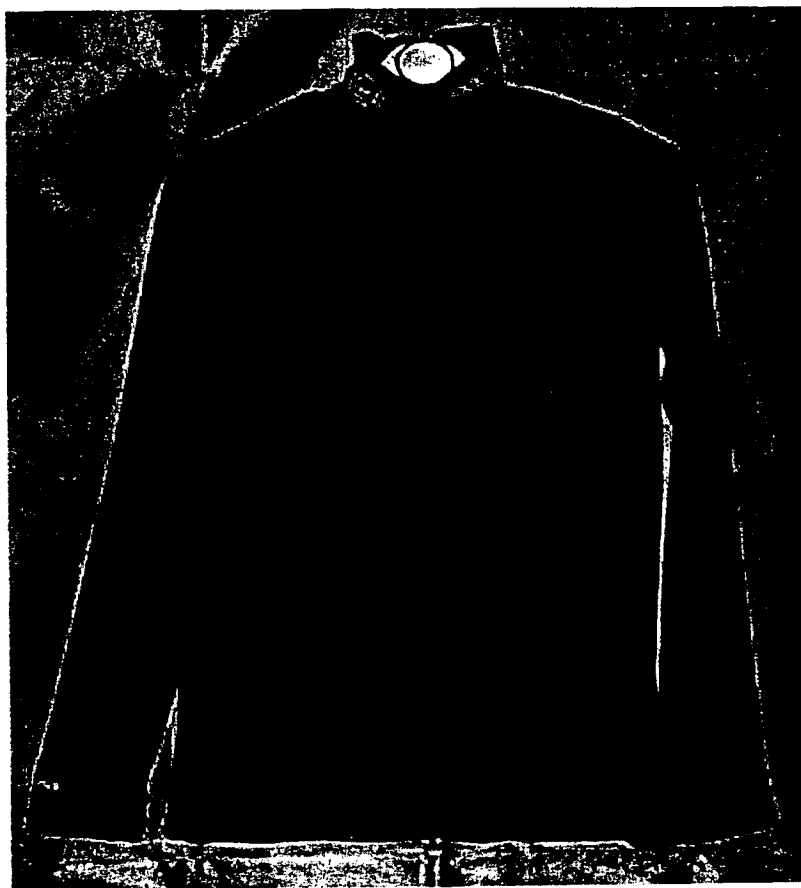
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Performance type shirt keeps you cool and dry with built in BNQ Approved neck guard

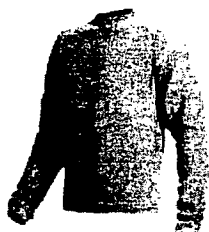
Price: \$49.99 (CDN) / \$40.49 (US)

US prices approximate. Prices subject to change without notice.

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Using only natural materials, Gramicci crafts clothing that feels great and performs even better. Gentle color shadings and textures only enhance the all-natural feeling of this shirt. Stretch pique knit crew neck with raglan arm seaming for freedom of movement. 90% cotton, 10% spandex. **Closeouts**. USA. Size: S(34-36) M(38-40) L(42-44) XL(46) 2XL(50-52)

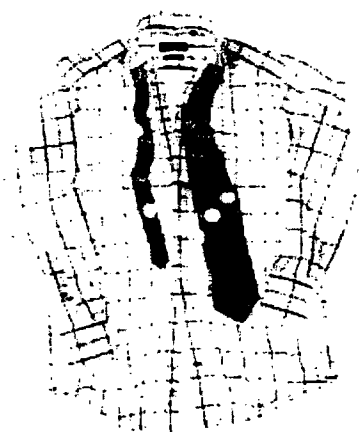
BUY NOWYour Price: **\$28.50****Compare at: \$44.00**

Gramicci - one of the worlds leaders in Mens Casual Shirts is on sale at sensational discount prices to Jinroh Outdoor Depot's special customers! You know Gramicci is the best and now you can buy at the prices you've been waiting for. Hurry, the time is now!

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Shirts Made Individually For You

In line with our company's tradition, we offer the delights of making Gentlemen's and Ladies' shirts to special order. You may choose from the following arrangements:

1. Made To Measure (Bespoke)

~~This is the ultimate shirt.~~ Our head pattern maker will take detailed measurements at our shirt suite in London. A pattern will be created individually for you, from which the shirts will be hand cut. Fabrics may be chosen from a collection of over 250 of the world's finest shirtings. Prices start at £150.00 per shirt with a minimum order of six shirts. Please contact us for an appointment.



2. Stock Specials (Made to Order)

A very cost effective and popular "half way house" between our comprehensive collection of Ready Made shirts and the full Made to Measure (Bespoke) option. Based on our stock cutting patterns, we are able to provide different fittings. For example, putting a 16½" collar on a 15½" body will achieve a slimmer fit. This can be coupled with any of our collar and cuffs styles, any sleeve length, with or without a pocket. Collar sizes 13½" to 20" are available. Choose from 250 fabrics. Prices start at £89.95 with a minimum of two shirts ordered.

◆ Embroidery

We are able to hand embroider your initials on your shirt if requested. Styles and charges vary.

◆ Ordering

For further information on how to order Made to Measure or Stock Special shirts, please contact us on telephone number + 44 (0)20 7383 7879, or use the Contact Coles link in the menu above.

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Ace Sportswear - Men's Long Sleeve Camouflage Three Button Henley \$17.99

This long sleeve, 100% cotton, three button Henley is available in Advantage Timber or Realtree Hardwoods. [Prices, sizes and details](#)



Ace Sportswear's - Short Sleeve Pocketed Camouflage T-Shirt \$9.99, 11.99

This is a 100% cotton pocketed t-shirt is available in advantage timber camouflage and blaze orange. [Prices, sizes and details](#)



Ace Sportswear's - Long Sleeve Pocketed Camouflage T-shirt \$11.99, \$14.99

This is a long sleeve, pocketed 100% cotton t-shirt available in Advantage Timber camouflage or Blaze Orange. [Prices, sizes and details](#)



Ace Sportswear's - "50/50 Poly/Cotton" Camo Jacket \$32.99

This jacket is wind and water resistant. [Prices, sizes and details](#)



Montana Camo's "Prairie Ghost™" Button Down Shirt - \$15.00

These rugged button down shirts have a sagebrush and prairie grass pattern with natural vertical lines to keep game from seeing you. [Prices, sizes and details](#)



Gamehide's "Fairchase" Shirt \$37.99

The Fairchase shirt is made from soft, quiet Hush-Hide that stays soft and supple in bitter cold weather, also available in blaze orange. [Prices, sizes and details](#)

Walls Ind. Whisper Soft Cotton Shirt \$35.99

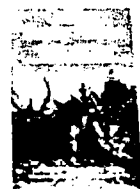
These unlined 100% cotton shirts are available in Realtree Hardwoods or Realtree x-tra brown. [Prices, sizes and details](#)

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of the Rockies 2" Vid
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Woods Wise® "Bea
Essentials" with Jeri
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Ace Sportswear - Hooded Blaze Orange Fleece Jacket With Thermal Lining \$25.99

This 100% acrylic blaze orange fleece jacket meets states safety requirements, is highly visible and has a sewn in thermal lining for extra warmth.

Prices, sizes and details



Montana Camo's "Prairie Ghost™" Long Sleeve T-Shirt - \$8.00

The sagebrush and prairie grass pattern prevents animals from seeing you and spooking.

Prices, sizes and details



Montana Camo's "Prairie Ghost Ultimate" Long Sleeve Shirt - \$15.99

The new enhanced Ultimate sagebrush and prairie grass pattern prevents animals from seeing you and spooking

Prices, sizes and details



Montana Camo's "Prairie Ghost Ultimate" Shirt - \$34.99

These rugged button-down shirts have the new enhanced sagebrush and prairie grass pattern with natural vertical lines to keep game from seeing you.

Prices, sizes and details

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Marshall Field's Cotton Dress Shirts



Our Marshall Field's 100% cotton dress shirt is a can't-miss gift for a birthday or just because. Made of finest two-ply pinpoint oxford cloth with single-needle tailoring, it's supple, comfortable and resilient. Features generous proportioning: three-pleat sleeves, deeper armholes, a split yoke for a better fit across the shoulders, and a longer shirttail. Exact sleeve lengths give you a precise fit from shoulder to wrist (not available in all colors). Button-down style in blue, white,...



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Marshall Field's ~~Ultimate Shirt~~ - Blue Bengal Stripe



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Gene Meyer Vintage Chain Stitch Shirt - Blue



Gene Meyer Vintage Chain Stitch Shirt - Blue




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Waterproof Fleece-Lined Jac-Shirt [Click Here](#)




\$ 75.00   

There is much more to this shirt than first meets the eye. This garment combines the style, cut, and comfort range of motion in of a tailored shirt with the PROTECTION OF A COAT. Its made of 100% water proof/windproof/breathable micro-fleece, THE SEAMS ARE TAPED, and the shell is lined with a thin layer of fleece providing above average warmth in a shirt. In addition to its classic two pocket, button-up and sleeves, we've added Drake's standard tailoring features, like our "Swing Shot" Action Pack Pleats and the "High Shot" Underarm Gusset. Last, but not least it also has several of our "Instictive" features like the Verical Breat Casll Pouch, zippered/license pouch, and our Call Separator.


Size 

Color 




Drake Waterfowl T-Shirts [Click Here](#)

\$ 13.00   

This is the ultimate t-shirt for the hard core hunter.

Size 

Drake Long Sleeve Waterfowl T-Shirt [Click Here](#)

\$ 15.00   

This is the ~~ultimate shirt~~ for your second hobby....whatever that might be. Emblazoned with the Drake Logo, everyone will know you are a true duck hunter.

Size 

T 000494

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FABRIC: 96% Nylon
4% Synthetic

Mesh: 100% Polyester
Machine Wash Cold.
Do Not Bleach. No Woolite®
Wash Dark Separately.
Tumble Dry Gentle Low Heat.
Remove Promptly From Dryer.
Cool Iron.
Do Not Dry Clean.



S



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FABRIQUE AUX U.S.A.

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Size 10-12

Color 091049

Lot# 180043-3

Remove Promptly From Dryer.

Cool Iron.

Do Not Dry Clean.



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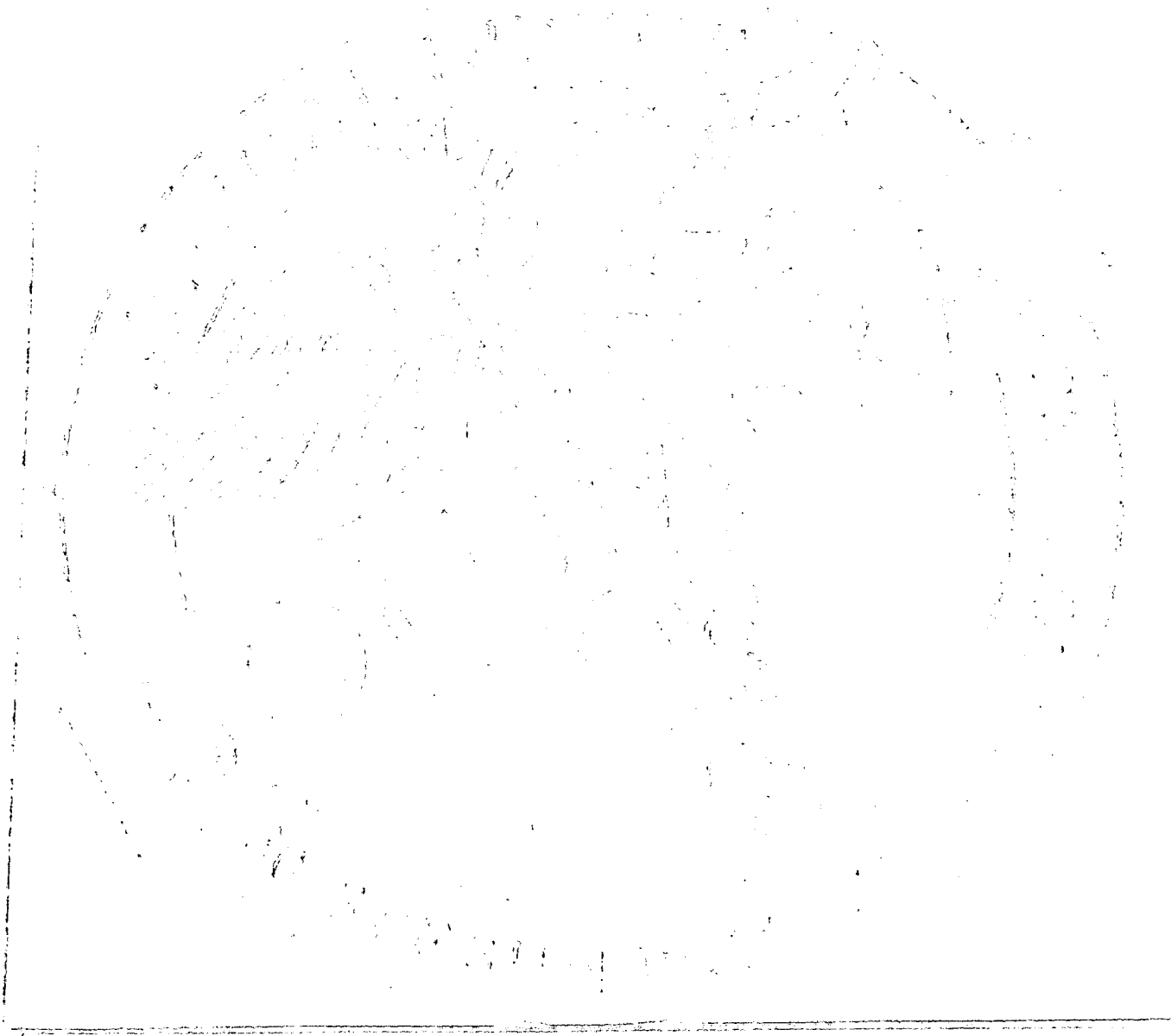


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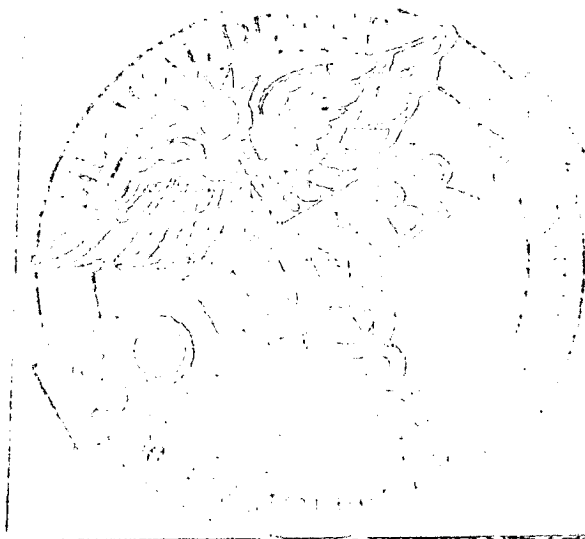
1050K05 S R06

07102 16667

Women's Ultimate Polo S R06

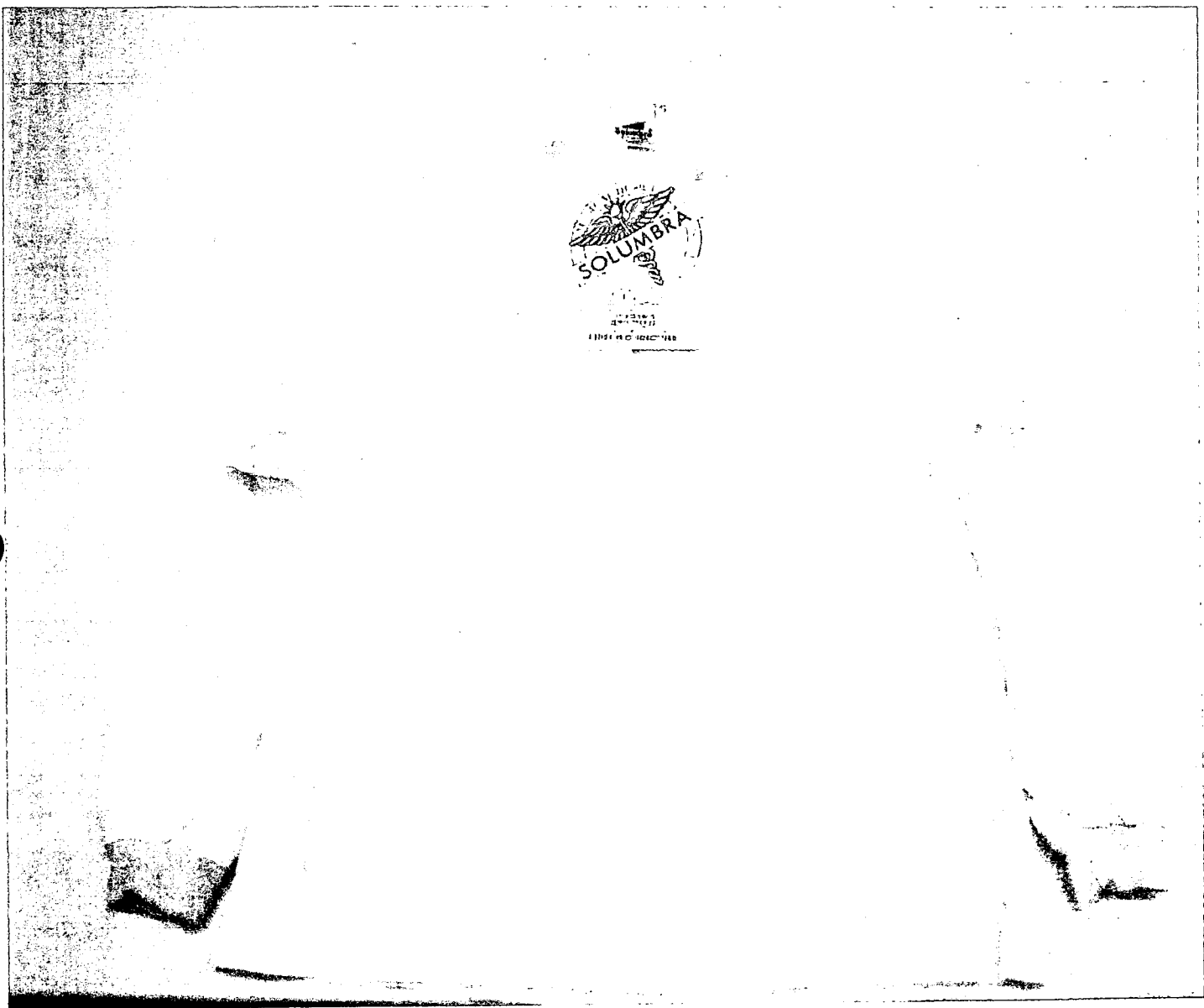
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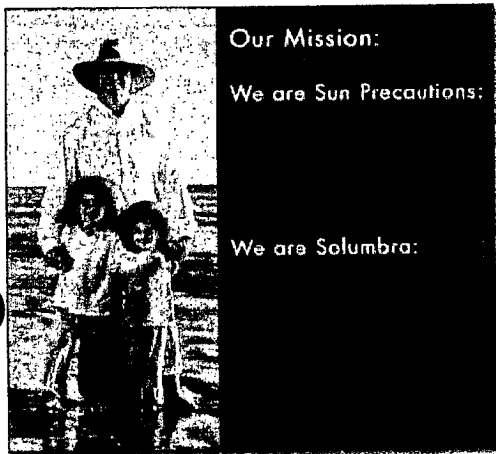
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"Sun Precautions" SPT®-Shirt
Style #1240K05
Item Price: \$49.95

You can let everyone know just how sun protected you are with a silk-screened "Sun Precautions" SPT-Shirt.

[Product Detail](#)



Women's Ultimate Polo™
Style #1050K05
Item Price: \$74.95

This sun protective favorite has all of the features you've always loved. Tuck in or wear out—then go.

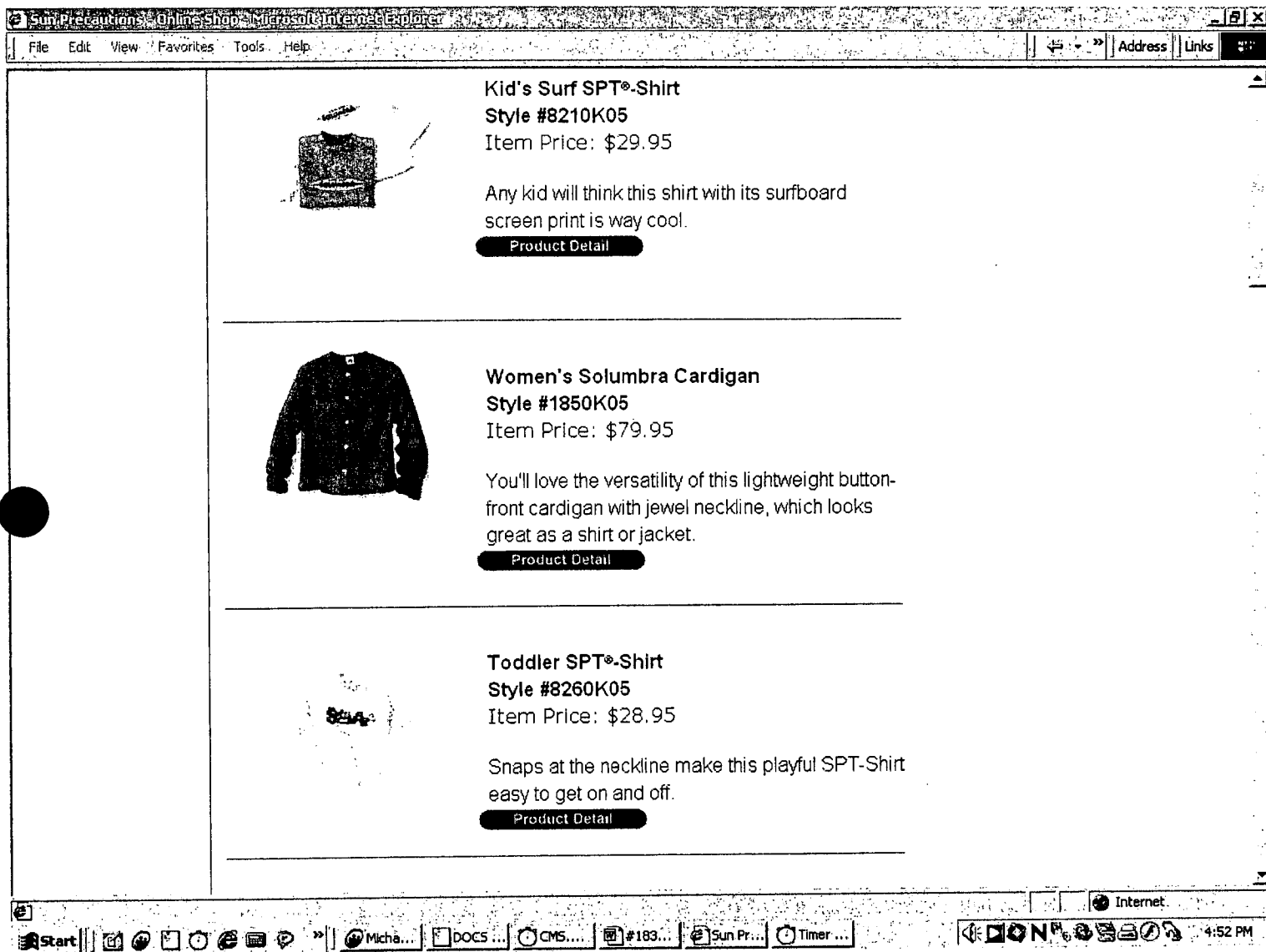
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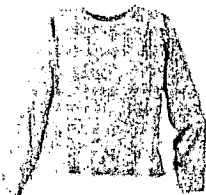
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UV Polo
Style #1080K05
Item Price: \$89.95

Swing, stretch and play to the max in a sun protective shirt that delivers the ultimate cooling power with our ingenious Ultra Ventilation System (UVS technology).


[Product Detail](#)



Women's City T-Shirt
Style #1250K05
Item Price: \$59.95

A mainstay in closets (and suitcases) everywhere. Dress it up or dress it down. This shirt looks great with everything.

[Product Detail](#)



Women's Tunic Tee
Style #1270K05
Item Price: \$64.95

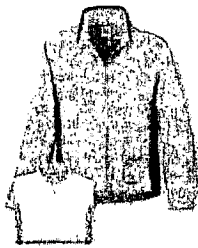
If you were designing the perfect toss-it-on-and-run-around top, chances are, it would look a lot like this sun protective must-have.

[Product Detail](#)

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Women's Full Zip Sport Top

Style #1460K05

Item Price: \$89.95

Our Women's Full Zip Sport Top is a lot like our Women's Pullover Sport Top. Add one full zipper for easy in and out, and one front zipper pocket for stashing essentials.

[Product Detail](#)



Zip Water Shirt

Style #1620K05

Item Price: \$94.95

Uniquely designed to be worn while swimming, the Zip Water Shirt, made of our special Solumbra four-way stretch fabric, gives you a tight, contoured fit, while allowing maximum movement along the arms, shoulders and sides. Plus, the full-length zipper makes it easy to slip on and off.

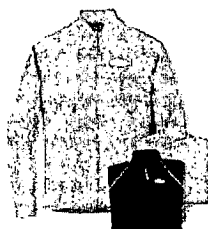
[Product Detail](#)



Solumbra Full Zip Surf Shirt

Style #1630K05

Item Price: \$94.95



Solumbra Full Zip Surf Shirt

Style #1630K05

Item Price: \$94.95

The Solumbra Full Zip Surf Shirt offers great sun protection, quick drying four-way stretch fabric, and a full zipper for easy on and off.

[Product Detail](#)



Solumbra Pullover Surf Shirt

Style #1640K05

Item Price: \$94.95

Calling all swimmers, snorkelers, kayakers and surfers. Plunge into a water pullover that moves with you like a second skin. Made from our unique Solumbra four-way stretch fabric.

[Product Detail](#)



Women's Sleeveless Shell

Style #3910K05

Item Price: \$54.95

This shell gives meaning to the word "versatility" by providing a simple, attractive and functional layer.

[Product Detail](#)



Kid's Polo
Style #8010K05
Item Price: \$39.95

Kids will really love this grown-up style, you'll love its all-day sun protection.

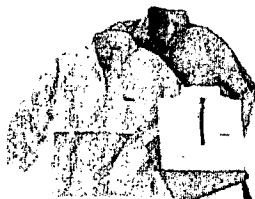
[Product Detail](#)



Toddler Swimsuit
Style #8140K05
Item Price: \$49.95

Made of Solumbra four-way stretch fabric, this neck-to-ankle swimsuit fits like a second skin. Toddlers will enjoy all-day sun protection (not that they'll notice) and grown-ups will enjoy all-around peace of mind.

[Product Detail](#)



Kid's Super Active® Shirt
Style #8500K05
Item Price: \$46.95

The coolest and most breathable style in our kid's line, this sporty shirt comes with mesh



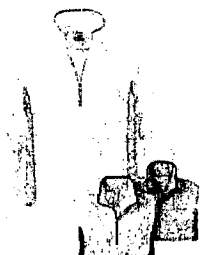
Women's Ultra Athlete® Shirt

Style #1430K05

Item Price: \$89.95

Our women's version of our popular unisex Ultra Athlete Shirt is made to tackle extreme sports or extreme heat (or both). This sun-protective powerhouse delivers the sporting comfort you've always wanted, including our breakthrough Ultra Ventilation System (UVS technology).

[Product Detail](#)



Women's Pullover Sport Top

Style #1450K05

Item Price: \$89.95

Looking for an active shirt that's more body-contoured? Something you can wear jogging through the park or strolling down the street? Something that protects you from the sun and keeps you cool? This tailored wonder does it all. Featuring a modified version of our Ultra Ventilation System (UVS).

[Product Detail](#)



Ultimate Polo™



Ultimate Polo™
Style #1060W05
Item Price: \$74.95

This is no ordinary polo, because its technical features make it cool, sun protective and ideal for active sports.

[Product Detail](#)



Women's Hooded T-Shirt
Style #1350W05
Item Price: \$59.95

Fun, sporty and comfortably cool, this lightweight T-shirt is cropped and has discreet underarm mesh for enhanced air circulation.

[Product Detail](#)

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Stitches

March 1, 2006

SECTION: Pg. 34 ISSN: 0899-5893

LENGTH: 1641 words

HEADLINE: fashion fusion

BYLINE: By Gary Snyder

BODY:

Not too long ago, corporate dress consisted solely of suits and ties for men, and jackets and skirts for women. As women became more visible in the business world, the dress code devolved into a more laid back look that emphasized comfort, and people turned to retail apparel for cues on what was appropriate.

"With many more women in the corporate work force and casual attire often preferred in that environment, we are finding that retail is heavily influencing work attire because women simply have more choices," observes Nina Massey, merchandise manager at VF Imagewear in Nashville.

Clearly, as in other categories, working women are not going to be reserved reflections of their male counterparts. The demand for specifically designed female styles means incorporating the cut and features that women desire.

"Manufacturers and suppliers of the corporate market channel need to understand what women are looking for and provide them with what they want," states Matt Waterman, marketing manager for Outer Banks in Winston-Salem, N.C. "And what women like is what they see at retail."

Without a doubt, the gap between retail and corporate women's apparel is shrinking. "Five years ago you could find very few women's products at all in the marketplace, and those you could find were generally stylistically bland," recalls Lee Strom, senior marketing manager of SanMar in Preston, Wash. "Today, customers have an incredible range of both classic and trend-forward women's apparel pieces."

Variety is a wonderful thing for women, according to Strom, because it allows them choices that more accurately represent their needs. "The retail market gives consumers a range of apparel from casual to dressy," he says. "That kind of variety is being seen more and more in wholesale apparel as well, and it's great for the end user."

If an office has an informal dress code, women can find plenty of casual clothing options. If corporate culture tends to be more professional, they can also select fashionable apparel.

Light Starch

Companies generally seem to be tightening up on dress codes in the opinion of Rob Packard, vice president of marketing for Atlanta-based Jerzees. "Lots of corporations felt that their employees got too lax, so they are telling people there are limits to how casual they can be."

Whereas almost anything has been acceptable work apparel in recent years, many business-minded people are looking to impress their clientele. One way to do this is by making sure their employees are dressed a certain way. Features like wrinkle- and stain-resistant fabrics, initially introduced at retail, have now permeated the corporate market. And sales of women's wovens have shattered the glass ceiling in the past couple of years.

"If you walk into any retail store, you are going to see beautiful cotton blend, stretch-type wovens, darted, with princess lines," observes Mary Ellen Hudicka, director of marketing communications for Bodek & Rhodes in Philadelphia.

Every corporate woman has a collection of woven garments in her wardrobe, along with an assortment of upscale

fashion T-shirts and camisoles. Worn under a denim jacket, a blazer or a nice cardigan sweater, such touches embody casual chic.

"You want a demure logo," says Hudicka, "something that is not going to scream who you are, but whisper it in a way that says, 'I'm a professional.'"

Retail brands play right into that philosophy because they tend to be a bit more formal, a little more corporate, in their styling. And that blends well with the general "back to business" attitude.

"Corporate fashion is a business, and companies have done a very good job of marketing and making consumers aware of what is available at retail and the latest trends in styling, color and fabrics," says Massey. "I think much of this has centered around the comfort factor, and all of us want to be comfortable at work."

But some industry insiders believe the fine line between corporate and casual is no longer even a concern. "I don't think there is much of a gap anymore," states John Rusk, a product developer at Raging River Apparel in Mooresville, N.C., a company that caters to the more casual side of corporate apparel. "Lots of people are telecommuting at this point and I just don't think (conventional) business attire is the norm anymore."

No longer is there a need for separate work and casual clothes. The two wardrobes have merged to a large degree and, says Massey, "Retailers and designers understand this change and have adapted their product offering to accommodate this demand."

Turnabout Is Fair Play

To a lesser degree, corporate styles can shape retail trends. At the very least, corporate styles indirectly affect retail because they represent a specific demand the latter must address. Some discerning retailers are watching corporate suppliers for cues.

"What we are seeing is a proliferation of companies entering the corporate market as people who have traditionally been retail brands try to grow their business," says Waterman. He cites the likes of Eddie Bauer and Land's End. "As a result, I think the types of fabrics, colors and styles are beginning to resemble more what you see at retail."

"Good retailers fill a need and I think they are realizing that corporate America is shopping there and looking to them for trends as well," says Hudicka. "Target is even carrying suits and ties now. That is a major retailer that is dressing young professionals."

One of the reasons these retailers are able to enter the corporate market so easily is that although embellishers and decorators demand more women's products, they are not necessarily buying more women's products. So while ladies offerings have expanded dramatically, sales to the corporate women's market have not necessarily grown correspondingly. Retailers, already stocking and selling those products on their store shelves, see a golden opportunity to expand their market influence.

"From a corporate perspective," says Packard, "we all want to reflect what is happening in the marketplace, and retail still drives what is happening [there]."

Larry MacDonald senior vice president of Edwards Garment Co., Kalamazoo, Mich., sees the distinction definitely narrowing for both women and men, even though his company doesn't offer a fashion line, per se. Rather, the company conforms to more long-term trends.

"We try to take a very middle-of-the-road track with our product," says MacDonald. "We have to be aware about what type of changes we make because the uniform industry is slower to catch up with what's going on in the retail world." He estimates that, in the uniform industry, change takes on average two to four years longer to take hold than it does in a retail environment.

"The big thing we have seen is the trend going more towards true women's sizes and getting away from juniors," says Rusk. "You see a lot of data that there are as many people wearing a size 18 as wear a size 8."

As a result, Raging River has geared all of its marketing and advertising around that approach, applying the colors, styling and fashion trends that originate in the junior's market to the women's market as well.

Dress To Impress

Regardless of style and sizing, the classic corporate color palette continues to perform well. Specific colors that bridge the two women's markets include: pink (still very hot), red, navy, brown, white and, of course, black.

"Women love black," Hudicka states unequivocally. "It is, and always will be, the number one business color. Black is back again this season. Creams are also making a comeback and provide a lovely background for any logo."

Indeed, new for VF Imagewear for 2006 is a minicheck woven shirt blending cream with petunia, honeydew or alpine blue. Silkwash ladies placket shirts include the standard black and navy as well as rusty red and oyster.

A lot of other fashion-forward colors are emerging in women's corporate attire, and the speed at which they enter the corporate marketplace has greatly accelerated. Outer Banks, for example, has introduced bright colors like boysenberry and spring green; hues one would likely encounter in a trendy 5th Avenue New York shop.

But it's not just the colors that are changing. Fabrics are following suit.

"We have added some fashion colors like rust and French blue in products we didn't have it in before," says MacDonald. "But in some of our camp shirts we are getting away from blends and going to a 100-percent microfiber which has the hand of a silk."

"We have some Cross Creek brand golf shirts in Pima cotton in a couple of styles appropriate for women," says Jerzee's Packard. And there are a couple of lighter shades for a pure fashion look."

"We have introduced our woven line within the Outer Banks Reserve brand, which is very fine upscale looking fabrics," says Waterman. The Egyptian Diamond Knit is a 100-percent cotton garment available in 16 colors inspired by the retail palette. The Ultimate Polo has a special fabric designed to virtually eliminate shrinkage and fading and features a no-curl collar. "It is geared to the customer looking for a product that is going to wash well, look good and be durable."

The Outer Banks Eco-Fiber line is a blend of cotton and bamboo that offers the discerning woman a natural alternative to the synthetic performance fabrics. The cotton gives it a soft hand, while the bamboo aids in moisture management and inhibits the growth of bacteria. It is being launched nearly simultaneously in both the retail and corporate markets.

"Although it was non-existent just a few years ago," says SanMar's Strom, "retail-inspired women's fashion has come to be expected of the imprinted apparel industry by savvy consumers. Those who don't offer trend-right styling will miss out on sales to key markets."

Gary Snyder is a Denver-based freelancer who writes regularly for Stitches Magazine.

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Wearables Business

October 1, 2005

SECTION: FEATURES; Pg. 19 ISSN: 51-

LENGTH: 1504 words

HEADLINE: GOLF STYLES

BODY:

Aureus/WinnerMate

Aureus is proud to introduce the Shadow Print. With its exclusive "Gel Print" process, Aureus is able to print just a shadow of a pattern onto the finest 60s Two-ply Double Mercerized Egyptian Cotton fabric. It will never wash off or fade away. Available in seven colors, sizes S-3XL, and for ladies as well.

Reader Service #101

Alpha Shirt Company

The Ladies' and Men's Dri-Fast Pique Polos, style DG105W and DG105, are made of 69% cotton/31% polyester, with field sensor and UV protection. The women's style features a feminine fit, three-button placket, and is offered in white, black, Caribbean, melon, new butter, and spring grass in sizes S-2XL. The men's version has a two-button placket, raglan sleeves, and is available in white, black, lake blue, new butter, new navy, putty, and spring grass in sizes S-4XL.

Reader Service #102

SanMar

Ping Collection is designed to provide both men & women with the highest level of comfort as well as performance. Every piece of the collection combines innovation and technological excellence making Ping the ideal apparel for the golfer to remain focused on their game. Style P445 is the Pique Jersey Jacquard Sport Shirt, featuring 6.5-oz. Dry-Fiber Dynamics 60/40 cotton/wicking polyester jersey. It has an Ottoman collar, double-needle bottom hem, mother-of-pearl logo buttons, jacquard accents, a full cut for optimum range of movement, and classic PING styling with high-performance wicking fabric. Available in sizes XS-4XL in colors droplets, misty sage, pearl white, and true navy.

Reader Service #103

Bodek and Rhodes

The 6-oz. 100% ring-spun combed cotton fabric in these UltraClub shirts is made from extra-long-staple Egyptian Pima cotton fibers and features an ultra-fine honeycomb stitch to deliver sensational durability, high luster and supreme softness. Perfectly coordinated and fashioned for him and her, the Men's style 8525 (sizes S-4XL) features relaxed fit for more comfort through the arms and chest, set-in box placket, tone-on-tone buttons, banded sleeves and extended tail. And for her, the Ladies' style 8524 (S-2XL) offers feminine V-neck, side vents and hemmed sleeves. Both styles are offered in nine matching colors, and the women's has a tenth color: Pima pink.

Reader Service #104

One Stop

Enza styles EZ193 and EZ194 are the Pima Cotton Sport Shirt and coordinating ladies' version. Made of 100% pima cotton, both styles have a matching knit collar and cuffs, self taping at neck and side vents. The men's version has a three button placket with Enza embossed buttons and a drop tail. The women's version has a V-shaped placket and a contoured body. Both are offered in black, cardinal, forest, light blue, melon, navy, pink, pistachio, red, royal, stone, and white.

Reader Service #105

Blake & Hollister

Unique, with the high-end styling that Blake & Hollister is known for, the Double Mercerized Pin Dot placket shirt, style 833, is made from the finest 100% cotton 60s two-ply fabric. The material is knit using two colors of yarn, which creates a distinctive jacquard pin dot pattern that makes it stand out from the crowd. The shirt also sports a classy stripe edge on the collar and sleeve welt trim. It comes in three classic color combinations: black/white, black/taupe, and khaki/navy and in sizes S-3XL.

Reader Service #106

Pro Celebrity

Pro Celebrity's Moisture Management Apollo Shirt (KTM938) has UV Protection. It's 100% polyester cool plus, yarn dyed horizontal stripe with same color solid under sleeve and down sides. Its soft collar has matching stripe, three crystal buttons, pointed placket and open hemmed bottom with side vents and drop tail. Sizes S-3X are available in black/white, deep red/white, royal/white, navy/white, and maroon/white.

Reader Service #107

Dunbrooke

The Newport (style 3338) and Lady Newport (3339) are made of a special D-dry moisture-wicking fabric, offered in red, black, white or navy. The men's version (S-5XL) has contrasting two-color trim striping on the collar and sleeves, plus a straight bottom hem with side vents. The Lady Newport (XS-4XL) features a modified lay-down collar with open neckline, and sporty contrasting piping trim.

Reader Service #108

Sierra Pacific

The Journey Jacket, style 3701, is an all-weather hooded classic that features a 100% nylon taffeta windproof shell with a comfortable, warm blended fleece lining in heather gray. It also has a two-way zip closure, spring-loaded adjustable barrel toggles, and an elasticized bottom. Colors include royal, black, forest, navy, and red in men's sizes S-6XL. The matching pants, style 3545, come in black and navy. Youth sizes are available in limited colors in the jacket and pant.

Reader Service #109

Holloway Sportswear

Holloway Sportswear introduces microfiber pullover style 9051, "Crosswinds." This wind and water resistant, 100% polyester, V-neck pullover features a mesh lined body, nylon lined sleeves, soft acrylic/Lycra rib trim on neck, cuffs and waistband, and side zipper with logo pull. Sizes: XS-3X. Available in black/orange, navy/white, scarlet/white, royal/white, dark green/white, maroon/white, purple/white, black/scarlet, black/tan, khaki/navy, and black/white.

Reader Service #110

Outer Banks

StayCleanMAX Tonal Coordinates styles 3131/3132 provide long-lasting stain protection through an innovative, patent pending system. Made from a 6.7 oz. 75% polyester/ 25% cotton stain camouflage fabric, the men's and women's Tonal Polos feature a solid tonal look and self-fabric collars. The men's shirt offers a left chest pocket. Offered in four solid tonal colors in sizes S-3XL.

Reader Service #111

Arnold Palmer

Arnold Palmer style ANP8504 is the Mercerized Bird's-Eye Pique Polo, made of 100% combed cotton in a two-tone bird's-eye pique pattern. It features mercerized yarns and silicone washed fabric for great hand feel, drape, vivid color and lasting luster. Offered in wedgewood, cactus, chino, navy and black in sizes S-2XL.

Reader Service #112

VF Imagewear

From VF's golf line, E. Magrath, is the Interlock Crew sweatshirt, style M243. Made of 100% Supima cotton. It has ribbed Lycra cuffs, collar and waistband to help retain a smart, crisp appearance all day through. Another nice detail - the embroidered inside logo. Available in men's sizes S-2X in birch or blues.

Reader Service #113**Sahara Sportswear**

Style 0123 from Sahara is the EZ-Care, EZ-Wear natureTECH short-sleeve jersey solid hi-crew shirt with ribbed collar and open sleeves. The consumer-friendly fabric features yarns that are blended in the knitting process, which means the comfort and feel of cotton is primarily next to the skin and the synthetic yarns are primarily on the outer face of the fabric. The fabric does not snag, pill or retain odor. Style 0123 is available in 10 solid colors in sizes S-3XL.

Reader Service #115**King Louie**

The Turnberry is zip-off windshirt style 4440 from King Louie's Timeout label. This 85% polyester, 15% nylon peached microfibre windshirt features sleeves that zip off at the elbow for short-sleeve comfort in transitional weather, front yoke with quarter zip-through collar, grommet venting underarms, reverse back pleat for roomy fit, welt pockets, matching knit cuffs and waistband, and double-needle stitching throughout. Offered in sizes S-3XL in navy, black, and stone.

Reader Service #116**Antigua**

Regency, style 116109 in Antigua's Essentials collection, is a 100% mercerized Pima cotton jersey stripe short sleeve polo with a three-button contrasting inner placket. It features horn buttons, ribbed collar and cuffs, gros grain ribbon on neck seam and side slits. Offered in sizes S-XXL in 11 color combinations.

Reader Service #117**Greg Norman Collection**

The Ultimate Polo is style GNBK440 from the Greg Norman Collection. Made of 100% 60/2 mercerized Pima cotton, it is wrinkle-resistant and has a zero curl collar. It is color-fixed and will not shrink or pill. It features a tonal teeth Greg Norman logo on back neck. Offered in white, turquoise, cobalt, cherry, yellow, and orange.

Reader Service #118**Ash City**

Ash City styles 85055 and 75026 from the Il Migliore label are the men's and women's Micro Pima Oxford Golf Shirts. Made of 60% Pima cotton, 40% MicroPolyester, they feature a two-color pique body and hemmed cuffs. The women's version has a fine tipped Johnny collar and is offered in sizes XS-XXL. The men's has a fine tipped collar and comes in sizes S-4X. Both are offered in four fashion colors.

Reader Service #119**PremiumWear**

Page & Tuttle style 21309 is the Ladies Solid Pique, an updated, stylish silhouette combined with a new buttery soft fabric. Crafted with an all-new 20 singles 100% ringspun combed cotton for a soft, fine finish and a beautiful hand, it features a full fashion flat knit collar; set-in, hemmed short sleeves; a four-button narrow topset placket with edgestitch detail; matte pearl buttons; self-fabric neck finish; shoulder tape; single needle topstitching; and a Page & Tuttle patch on right sleeve hem. Available in multiple colors, sizes S-3XL.

Reader Service #120

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HEADLINE: Autumn Catalogs portend a sea change in apparel sales

BYLINE: By Rock Neelly

BODY:

I shouldn't surprise any of us that Americans are impatient. And in the last few years, ever accelerating, that impatience is manifest in the promotional wearables marketplace with a sea change: the catalog season - the dates that the new season's catalogs drop - is changing.

Why? Well, it's either because Corporate America is asking for new styles sooner, or some enterprising PPDs decided to push for earlier sales opportunities, take your pick. Whether it's the apparel suppliers moving their catalogs up to meet demand or the demand following the new product's earlier release date, one thing I know: The early bird gets the worm, my friend.

For many suppliers, and for many of their more savvy PPDs, the new year starts early. Every year, there are more and more new catalogs - and, of course, a ton of new, fresh inventory - ready for sale as early as this month. It's a whole new selling season.

Guys like Marty Lott at SanMar and Mike Trull at Pacific Fleece & Apparel saw the trend and cashed in long before most of the market woke up and found the coffee pot was already empty.

We have attempted, through exhaustive emailing, to find as many early release catalogs as possible, but we don't purport to have the definitive early release catalog collection featured here. In some cases, we have some quotes from the early release suppliers, and in other cases we have a short feature about the new offerings. Almost all of the featured companies, but not all, provided a photograph of their new cover; some production schedules fell behind our deadline. And in a few cases all we have is cover art, but no copy.

Read on, check the web sites provided for catalog ordering, and good selling.

Ashworth, Inc. / Release date: Oct. 1

"This is the first time in the history of Ashworth that we will introduce a new category to the markets simultaneously in all divisions: retail, international, green grass, big box, collegiate and corporate. I am so excited to bring our new products to the marketplace. I have previewed it with several of our key customers with tremendous success. I would love to tell you more, but that would spoil the suspense.

"Those super savvy promotional products firms like Bensussen Deutsch & Associates that understand fashion can benefit from the vast array of products available under the 'fashion' umbrella this fall. BD&A is very much at the top of their game when it comes to showing variety, newness, and fresh product to their customers. Corporate Express is another forward-thinking promotional products firm that uses fashion lines like us as icing for the cake. And smaller firms have the time and patience to look for those items that their end user is requesting after seeing similar products at retail."
- Kellie Claudio, National Corporate Sales Manager, Ashworth/Callaway <http://www.ashworthinc.com>

Alpha Shirt Company/Broder / Release date: Sept. 1

"Our Devon & Jones brand catalog for Alpha Shirt Company is due out in early September. All the product in this

catalog will be available on Sept. 1. The other for Broder, featuring our Chestnut Hill brand, is due out by mid-September. Merchandise will be available Oct. 1, 2005."

- Scott D. Lenz, Vice President of Marketing, Broder Bros., Co. <http://www.alphashirt.com>, <http://www.broderbros.com>

Cutter & Buck / Release date: Oct. 1

"Primarily, we moved our line release to October from January to better assist our PPD partners that handle end-user program business. So many end user programs kick off in late December or in early January. The PPD needs samples in September or October for product selection and photo shoots. This new release will help to accommodate those needs and hopefully increase our selling opportunities.

"The holiday selling season has always been important to us. It is very common for corporations to look to branded products like Cutter & Buck for their gift giving programs. Our experience tells us that these programs tend to be more effective and have greater [marketing] return when the end user uses a branded product. The gift of a branded product apparel item will have a greater impact on the recipient than a non-branded piece. Having new products for these end users to select from only enhances this opportunity for us.

"The 2006 release is easily the most significant line release in the history of the company in this channel. We have always been committed to this business channel, but the 2006 line is our largest and most expansive offering. We have increased the size of the line by 33 percent."

- Brian Thompson, Vice President, General Manager, Cutter & Buck <http://www.cbcorporate.com>

Buffalo Bay / Release date: Early September

"With our product category (neckwear), fourth quarter is every bit as strong for us in terms of revenues as first quarter, so appropriating marketing funds is about the same. At Buffalo Bay, we decided we would like for distributors to file our catalog while few are arriving to them versus when they've got a two-foot stack of them in January.

"We've built a niche and, quite frankly, we feel it doesn't really matter when our catalog is received. However, the odds are much greater to actually be seen when less mail is arriving at the distributor locations.

"The second you become reactive instead of proactive, you're done. As for Buffalo Bay being a leader, we hope we are considered a leader because of our quality, creativity, customer service and attention to detail throughout the supplier-distributor experience. An added bonus would be if we gained just one new distributor because they thought it was great that they received our catalog earlier than most."

- Bruce Crockett, President, Buffalo Bay <http://www.buffalobay.com>

ID Wear / Release date: Sept. 1

"This wickedly killer ID Wear catalog is landing on people's desks on September 1st. We always used to do a fall catalog, then we switched one year and realized that fall was the best release date, so we moved it back. People are more corporately focused in the fall and winter, and such a release date coincides with their activity. We have always seen our merchandising as a fall/winter business decision, so it all makes sense to release our catalog then, too.

"As we moved to more importing, we are able to bring in better styles, improved our existing styles, and added new fabrications at up to 30 percent less. Our new 2006 catalog is 76 pages, our longest ever."

- John Graham, Director of Marketing, ID Wear <http://www.idwear.com>

Sportsman Cap Network / Release date: Fall, Drop Date Not Set

"This is the second time we have done a fall catalog. We used to produce a fall preview catalog with our full line catalog coming out in January.

"Our product/release date is operationally driven with marketing output. We stepped up our product review and decision process to have the time to make our catalog the best it can be by giving our staff the time to review and 'get to know' new product so we can effectively communicate and promote the new brands and styles we add to our selection annually."

- Maggie Dahlin, Breakthrough LLC for Sportsman Cap Network <http://www.sportsmancaps.com>

Charles River Apparel / Release date: September

"For a fall catalog launch, it involves a variety of marketing hurdles - everything from keeping models from passing

out while wearing heavy winter jackets in the middle of July to planning out the communications with managers in departments such as Production.

"The earlier your company can come out with the catalog and inventory, the better prepared you and your distributors are to sell. Charles River is one of the few outerwear suppliers that is dedicated to showcasing its new line and backing it up with fall inventory. A company must be willing to change its entire production schedule to successfully meet these guidelines. Charles River does all of that and more."

- Vanessa Keefe, Marketing and Trade Show Manager, Charles River Apparel <http://www.charlesriverapparel.com>

Pacific Fleece & Apparel / Release date: Sept. 5

"Fall is always the biggest selling season for us. Since our product line remains relatively narrow, we want customers to know that our inventory is deep. We stock volume in select colors and all sizes. This is what the customer wants to hear, that we have it and can ship it immediately.

"The fall product is already in stock and more containers are arriving the first of September. Actually Pacific Fleece & Apparel has been sending our catalogs out in September for the past five years."

- Mike Trull, President, Pacific Fleece & Apparel <http://www.pacificfleece.com>

Dunbrooke / Release date: Aug. 15

"Coming from a sales background, it has been my desire to launch our annual product offering (catalog) to stimulate fall sales for many years. This move is long overdue.

"Basically, we have flip-flopped our new product releases. In the past, we had a full catalog launch in January, followed by a new product release brochure in the Fall. Now we have a full catalog August 15, followed by a new product release brochure in January (new Spring products).

"For years, customers have requested that new products be available in a timely fashion for their long-term programs that launch at the first of the year. This means they must have samples to begin showing their end-user customers as early as August and September. Having new products this early allows them to create and distribute catalogs and web offerings for their customers to coincide with calendar-year promotions.

- Bob Pierce, Executive Vice President/Co-Owner, Dunbrooke Apparel Corp <http://www.dunbrooke.com>

Boxercraft / Release date: Aug. 1, 2005

"We definitely take note of the holiday buying season and introduce new product to maximize the impact, especially with our Atlantic Afghans division. New catalog highlights: 2-day shipping anywhere in the U.S. from our Atlanta warehouse, 'easy case pricing' - mix and match 25+ of ANY item to get case price, custom rhinestone for teams/corporate with a minimum of just 25. We're really excited about our fleece-backed flannel blanket in 22 team colors as well!"

- Jon Carroll, President, Boxercraft <http://www.boxercraft.com>

Greg Norman Collection sets Nov. 1 catalog release, posts growth

By Rock Neelly

David Capano, Director of Corporate Sales for the Greg Norman Collection from Reebok, knows about growth. The Greg Norman brand has seen 10 straight quarters of double-digit growth in the promotional product industry. It's been heady times for the Australian golf legend's label.

"Greg Norman's strategy in the promotional product market," says Capano from his Manhattan office, "has been to follow the lead of the trends in the golf market. Performance products and luxury end styling has been in the forefront of the green grass market and those have translated very well into the promotional side of the business."

But in the strategy for catalog release dates, Capano's promotional market is splitting from its golf roots.

Capano says, "We've really run the Greg Norman Collection in the promotional market like a new company. For our first catalog 18 months ago, we started with a December release date, but as we read the tea leaves, it seems that not having new product available earlier makes you miss out on a big chunk of the business.

"A fair amount of the old school hard-line catalogs are moving the windows of their product selection process to the fall," Capano relays. "We didn't want to miss out on that cycle of the promotional business. More and more of our key

clients' merchandising programs needed new product available before the holidays.

"The products selected, however, are not so seasonal. Although some of our corporate clients do introduce a seasonal flyer, most are offering Greg Norman products for at least 12 months once a style is put into a program."

Capano adds, "The merchandising going on now has slightly increased its pace and moved in a general pattern toward earlier dates than in past seasons. So we are releasing our catalog on Nov. 1."

The Greg Norman Collection catalog will have MSRP pricing listed in the catalog with nets on a separate price list. Capano also advises his customer base to use his Corporate Only website and the downloadable images of the styles available there.

"Both the catalog and the website are tools a PPD can put in front of a customer and feel really comfortable selling from," advises Capano.

The Greg Norman Collection will again highlight the fusion of performance fabrics and great looks. The Play-Dry line offers great moisture management through wicking. This part of the Collection includes a unique, soft knit windshirt, and a waterproof version will become available in November.

The Greg Norman also boasts of the "Ultimate Polo," a double-mercerized style with no-curl collar, wrinkle-free treatment and wicking technology.

"Your customer needs to see the "Ultimate Polo," Capano notes. It sounds like Capano is driving for show and putting for dough. He wants you to join him.

For more information visit <http://www.shark.com/gnccorporate/>.

Trendsetter Lott: early release offers some pain, much gain

By Rock Neelly

Sometimes the difference between anticipating a coming trend and actually setting the trend is imperceptible to the public.

Marty Lott, founder of industry stalwart and wholesale apparel giant SanMar, has led the pack often. He is often credited with being the first wholesaler to create a broad product private label with SanMar's *Port Authority*. His addition of long-sleeve dress shirts and wovens to that line changed what Corporate America wore to work. Later, the adoption of outerwear and women's attire to *Port Authority* both hit the promotional market like surfers on the crest of a wave.

He's often credited as the industry's No. 1 guru, sniffing out where the industry's headed and then beating it there. And he was at it again three years ago when his company, SanMar, moved the release date of its catalog to September.

Now fall release dates are the way the industry is headed.

This month, Lott offered his view of what's going on with catalogs and the release date strategy he and his Marketing Director, Lee Strom, have been refining for the last 30 months.

"It was incredibly painful," says Lott. "We had to change everything we did. Our selection process, designing the *Port Authority* line, producing our catalog, meeting with our vendors, sourcing, sampling, educating our sales representatives, and especially coordinating with our customers - all of it had to be changed. The timetable had to be moved up.

"When we made the decision to move to September for our catalog's release date, all of our management team had to get on board with the fact that what we had done in 12 months every other year, in 2002 we were going to do in eight months," Lott says.

Lott acknowledges it was difficult. "At first, we took on what we controlled - our *Port Authority* line. We sourced the line to start arriving early - much earlier. This year, we've been receiving goods since June so we can have all of our products available by the release date."

And that release date is Labor Day. The new 2006 SanMar/*Port Authority* catalog is scheduled to drop over the holiday weekend and the catalogs will reach its 200,000-plus customers the following week. Lott plans to have all the new styles available for shipment by Sept. 5.

"As difficult as it was that first year," says Lott, "we needed to do it. Our customers were working with corporate

clients and those firms wanted to make product decisions earlier. A great many corporate programs were making style decisions in the fall and our customers expressed a need for new looks earlier. We simply undertook a mission to change our release date to meet those customer requests."

But did the new release date drive up the demand for fall goods like fleece, outerwear, and long-sleeve wovens?

"Yes," says Lott, "but only incrementally. September is still a great golf shirt month, and the question of when is winter is answered quite differently in different parts of the country. So our new catalog is not simply a fall catalog. It is a full selection of products and our clients select from every product category. Most of the corporate programs making product decisions are for at least a calendar year. They aren't just buying seasonal goods."

Is he giving away deep and dark secrets of the SanMar way?

Lott laments, "We knew going in that our competition wasn't going to be able to switch gears and move to a fall book immediately. It is incredibly hard and it also calls for great changes from the suppliers and sewing facilities, many of which are in other countries. Our fall catalog move really took SanMar three years to complete. And yes, we're seeing lots of other firms moving there in 2005."

Was the advent of those corporate online stores the impetus for the change? Did those online stores contribute to SanMar's decision?

Lott laughs, "You know, when Lee Strom and I discussed this, he said, 'Absolutely.' I disagreed, and we do go back and forth. Those online stores ended up being a benefit to our sales certainly, but when we were contemplating this changeover, they weren't really a major factor for me. It was after we introduced our catalog that those sales became significant. Not before."

Does the guru of the apparel nation have any final advice?

"Sure," Lott says. "We have both preprinted generic catalogs covers for which we are taking orders right now and we also have blank cover books available. Our new line with 80 new styles should all be available when your readers get back from the Labor Day weekend. Hopefully, they can hit the ground running for a good fall selling season."

For more information visit <http://www.sanmar.com>.

Easy does it for PremiumWear's catalog move

By Rock Neelly

Three years ago, PremiumWear made a move. Its mammoth catalog moved from being released in conjunction with the January PPAI Expo up to Thanksgiving.

Last year, the Minneapolis-based supplier of brands including Page & Tuttle, Munsingwear and more moved the date up again to Oct. 1. This year that date moved up again to Sept. 15.

Doree Wendling, director of advertising and sales promotion, notes the gradual moves in catalog drop dates eased the pain. "Not that it wasn't still hard. Both for us and for our vendors, suppliers and sewing facilities."

But the payoff was big. "Our customers, of course, reap the big benefits of having new styles to sell in the autumn months, but it was a boon for our reps too.

"I think from our reps' perspective having a full catalog has been a lifesaver. In the past we had created 'leave-behinds' and they were expensive and ineffective," adds Wendling. "Now when we go out with our new line of samples in the fall, our reps have the actual book to give out that the clients and our customers will be using throughout the year. It makes much more sense from a selling perspective."

The big downside, according to Wendling, is that PremiumWear's decision-making process for first-year styles is, by definition, short-cycled. "We really don't get as good of a read on styles, especially outerwear, since we aren't seeing a full selling cycle.

"We really have to rely on the opinions of our customers and talk with our reps to hear what people are saying about styles. Word on the street now can make us add colors, sizes, or expand companion styles down the road before we go through a product's natural selling season. Communication with our customers has become vital."

The PremiumWear catalog has coded pricing with separate coded price lists. A generic catalog will also be available and PremiumWear is accepting orders now for those.

The catalog itself is over 200 pages long and has 58 all-new styles with an emphasis on men's and ladies' coordinates and compliments. The lines have been updated with new fabrications in both wovens and knit styles that provide comfort, style, and ease of care.

For more information visit <http://www.premiumwear.com>

Ash City 2006 catalog debuts with more than 200 pages

Scarborough, Ont.-based supplier Ash City debuted its 2006 catalog of promotional apparel solutions in August.

The launch of the 2006 catalog marks Ash City's biggest book ever, offering over 200 pages filled with existing favorites and 69 brand new offerings that boast the latest in style, fabrication and color trends for both men and women.

"It all starts with an opportunity," says Mark Schrijvers, marketing manager. "And regardless of how unique the opportunity, this catalog offers our clients more options than we've ever presented in our history."

The new 2006 styles include an assortment of Il Migliore "easy care" twill shirts with an expanded color palette that offers limitless shirting solutions; an expanded leather collection consisting of bombers and sports jackets; a new selection of performance soft shells; 3-in-1 jackets; as well as seam-sealed interactive jacket designs to complement the North End product offering. In addition, Ash City is continuing to evolve 16 of its best-selling styles with the addition of new colors and the introduction of fashion colors for female clientele.

"Ash City continues to leverage our global sourcing strategy to broaden our customer offerings and this year we have added 69 new styles across all our brands making this year's catalog are biggest yet!" says Margaret Anne Andrews, vice president of merchandising. "Fabric evolution has been a key focus - look for more technical fabrications and details across all product categories including systems jackets and micro polar fleece."

Moreover, Ash City announced the launch of 'Vintage' - a collection of comfortable hoodies, half-zips, crew necks, polos, and pants. These core basics feature pigment-dyed styles for that 'lived-in' feel and reactive garment dyed styles for deep, bright colors.

For more information visit <http://www.ashcity.com>.

LOAD-DATE: August 30, 2005

4 of 9 DOCUMENTS

Copyright 2005 The Deseret News Publishing Co.
Deseret Morning News (Salt Lake City)

August 12, 2005 Friday

LENGTH: 521 words

HEADLINE: Heat boosts Target's revenues 14%

BYLINE: Bloomberg News

BODY:

Target Corp., the second-largest U.S. discount retailer, on Thursday reported second-quarter net income of \$540 million, topping analysts' estimates, as record heat drove demand for summer apparel.

Net income fell 62 percent to 61 cents a share, from \$1.41 billion, or \$1.53, a year earlier, when the retailer had a gain from the sale of its Marshall Field's chain, the company said. Revenue in the quarter ended July 31 rose 14 percent to \$12 billion, the biggest increase in five quarters at Minneapolis-based Target.

Target sold more groceries and hot-weather apparel, such as Mossimo swim tops and Ultimate polo shirts, boosting same-store sales 6.7 percent. The company's higher-end goods by designers such as Mossimo and Isaac Mizrahi helped its sales in the past year outperform Wal-Mart Stores Inc., which is beginning to offer upscale merchandise including 400-thread-count sheets.

Target "has captured trends and played right into the aspirational consumer" who desires more fashionable goods, said Seattle-based Patricia Edwards, a managing director at Wentworth, Hauser & Violich, which has \$5.7 billion in assets including Target shares. "For Wal-Mart to pull this off, they're going to have to 'out-Target' Target. It's a tough sell."

Target was expected to earn 59 cents a share, the average estimate of 22 analysts surveyed by Thomson Financial. The retailer boosted profit by a \$1.14 a share a year ago mostly from the sale of Marshall Field's to May Department Stores Co.

This June was the warmest and driest June in the U.S. in three years, according to SDA/Weather Trends, a Plymouth Meeting, Pennsylvania-based firm that helps companies forecast consumer demand. July was among the 14 hottest Julys since 1895.

Credit-card revenues rose 16 percent to \$323 million. The retailer said separately Thursday that Smith & Hawken, the upscale gardening company based in Novato, Calif., will make an exclusive line of gardening and outdoor living items for the retailer to debut late this year.

Target will double its food offerings or add refrigerated coolers to about half of its stores by the end of year. Its exclusive line of food is growing to less than 15 percent of grocery sales from 10 percent. The retailer is also adding more higher-priced apparel, footwear and accessories and will double the number of products to 200,000, including back-to-school items, on its Web site by the end of the year.

Chief Executive Officer Robert Ulrich, 62, introduced in March the Isaac Mizrahi home collection including a \$240 dresser. Target will debut Modern Vintage, a new home products line by designer Thomas O'Brien, in October. — >

Wal-Mart, based in Bentonville, Ark., reports its second-quarter earnings Tuesday. Wal-Mart is expected to earn 65 cents per share, the average estimate of 23 analysts surveyed by Thomson Financial, compared with 62 cents a year ago.

Target's same-store sales in the past 12 months averaged 5.8 percent compared with 2.7 percent at Wal-Mart. The average retail price for regular-grade gasoline hit a new high of almost \$2.33 a gallon in the week ended July 11, the Energy Department said.

LOAD-DATE: August 12, 2005

5 of 9 DOCUMENTS

Copyright 2005 Sun-Sentinel Company
Sun-Sentinel (Fort Lauderdale, FL)

August 12, 2005 Friday Broward Metro Edition

SECTION: BUSINESS; Pg. 3D

LENGTH: 509 words

HEADLINE: BUSINESS TOPICS

BYLINE: Bloomberg News and Wire reports

BODY:

Airlines

Several U.S. airlines moved to raise domestic fares by \$10 to \$20 per round trip as oil prices resumed their upward trek Thursday, reaching the highest level in more than two decades.

The increase was initiated Wednesday night by United Airlines and Delta Air Lines Inc., and followed Thursday by US Airways. American Airlines and other carriers said they were studying the move and might match.

Airline travel analyst Terry Trippler predicted the latest increase would hold.

Telecom

Qualcomm Inc., the world's No. 2 maker of chips for mobile telephones, agreed to buy Flarion Technologies for as much as \$805 million to increase sales of equipment that runs high-speed wireless networks. Closely held Flarion is partly owned by Cisco Systems Inc. and is based in Bedminster, N.J. The deal is likely to help San Diego-based Qualcomm compete more directly with Intel Corp. and Motorola Inc. for customers who are building mobile networks, Standard & Poor's analyst Ken Leon said.

Earnings

Target Corp., the second-largest U.S. discount retailer, reported second-quarter net income of \$540 million, as record heat drove demand for summer apparel. Net income fell 62 percent to 61 cents a share, from \$1.41 billion, or \$1.53, a year earlier, when the retailer had a gain from the sale of its Marshall Field's chain, the company said Thursday. Revenue in the quarter ended July 31 rose 14 percent to \$12 billion, the biggest increase in five quarters at Minneapolis-based Target.

Target sold more groceries and hot-weather apparel, such as Mossimo swim tops and Ultimate polo shirts, boosting same-store sales 6.7 percent.

Workplace

The number of workers worried about funding their retirement declined in the past decade, an AARP poll found, undermining one of President Bush's arguments for overhauling Social Security.

A third of respondents in the AARP survey released Thursday said they worry about having enough money during retirement, down from 43 percent a decade ago, the survey showed. The poll of 1,200 adults was taken July 18-26 and has a margin of error of plus or minus 2 percentage points.

The poll was conducted in advance of the 70th anniversary on Aug. 14 of the country's retirement program. AARP is the nation's biggest advocacy group for senior citizens, representing about 35 million people.

Tyson Foods Inc., the world's largest meat processor, was sued by the U.S. Equal Employment Opportunity Commission for allegedly retaliating against black workers who'd complained about a "Whites Only" sign outside a restroom.

T 000548

Two black employees at Tyson's Ashland, Ala., plant were suspended and given "disciplinary write-ups" after complaining about the sign, the agency said Thursday.

A spokesman for Springdale, Ark.-based Tyson Foods, could not be reached for comment.

The EEOC said it sued only after trying to reach a "voluntary pre-litigation settlement." The suit was filed in U.S. District Court for the Northern District of Alabama.

— Bloomberg News and Wire reports

TYPE: BRIEF

LOAD-DATE: August 12, 2005

6 of 9 DOCUMENTS

Copyright 2005 Sun Media Corporation
Calgary Sun (Alberta)June 19, 2005 Sunday
FINAL EDITION

SECTION: SHOWTIME; Style; Pg. SH12

LENGTH: 754 words

HEADLINE: SHIRTING THE ISSUE;
TOPS FOR POPS ON FATHER'S DAY

BYLINE: BY SYLVI CAPELACI

BODY:

When the weather heats up, who wears socks and a tie? For Father's Day, focus on what dad could really use to beef up his summer wardrobe.

It's time for him to get down and shirt — and we're not talking Tees here. When the suit comes off, a sport shirt is the most essential, most often changed and most revealing insight into a man's character.

Whether he's playing golf, barbecuing in the backyard or heading up north to the cottage — there is a variety of summer's casually cool styles to provide a shirt for all reasons.

HAWAIIAN SHIRT

Flashy fathers looking for a little tropical punch will love this loose, loud patterned shirt first spotted in the Hawaiian Islands after

Dupont introduced rayon — a man-made wood pulp fibre — to the world in 1924. By the '30s, steamship travel to Hawaii increased the demand for what also became known as an "Aloha" or "Island" shirt. After fire destroyed DuPont's mill in the mid '50s, the original vintage rayon Hawaiian shirts became collectibles. Hollywood movies such as *From Here to Eternity* (1953) and *Blue Hawaii* (1961) kept the shirt in the spotlight. And innovators such as '50s legend Reyn Spooner, who invented reverse print shirts, moved the trend forward.

Today, there is an abundance of knockoffs made from fabrics ranging from cheesy polyesters (most often associated with tacky tourists toting cameras) to refined rayons and silks.

"More sophisticated colours and designs have brought them back into style," says Alan Gouch, owner of The Brick Shirt House, who even wears one under a sport jacket.

"Spun rayon is very light and airy to wear, it feels cool on the body, and rayon holds colour brilliantly so they do not fade in the sun."

POLO SHIRT

Every dad should own at least one polo. It's the perfect shirt for when the dress code falls somewhere between a shirt and tie and a T-shirt. He can wear it with jeans, chinos or dress pants and under a sport jacket.

Contrary to what many think, the polo shirt was not named after Marco Polo or Ralph Lauren's clothing company.

Polo refers to the style of shirt — a knitted pullover with a rolled collar, buttons at the neck and short sleeves.

Cotton is the breathable fabric of choice, found in a selection of knits: Pique (pee-kay) a raised mesh weave; Interlock that is strong but smooth; and Lisle, a two-ply tightly twisted cotton yarn with a silky soft hand. Trendier takes on this classic combine cotton with Spandex to create a slimmer, more body-conscious fit.

For traditional dads, go for a classic cut cotton polo in standard black, white, khaki, red or navy.

For fashion-forward fathers try a slim-fit in a hot hue like bright pink or orange or treat him to haute designer stripes.

GOLF DAD

You want this sport shirt for dad to look great, but also move well on the course, stay fresh to the 18th hole and protect him from the sun's harmful UV rays.

Denver Hayes, Ultimate polo shirt, \$49.99 (on sale for \$29.99), in sizes S-2XL, comes fully loaded without the Porsche price. It features:

- * High-tech moisture wicking Tencel/poly/Lycra fabric that's soft, stretchy, lightweight and breathable.
- * Anti-microbial. To prevent odour and bacteria.
- * UV blocking. With a 40 UPF (ultraviolet protection factor).
- * Tagless. No itchy, prickly, labels scratching his neck. The tag is heat-sealed directly onto the fabric.
- * Wash and wear easy-care.

Available at Mark's Work Wearhouse.

PASS THE CIGARS

Hip dads will love the renewed retro-chic status of the Guayabera shirt instantly recognizable by the pin tucks (pleats) and/or embroidery running down the front.

The centuries-old short-sleeved design was worn in Cuba by guava tree growers and is a traditional favourite of Caribbean and Latin American men.

"They're hard to find though," says Stewart Scriver of Courage My Love vintage boutique.

"Most men bring them back from Cuba as a souvenir."

Typically made from lightweight or natural fabric, the shirts have four practical patch pockets and are a loose boxy fit, ideal for hiding a bulging belly.

Styling tip: The guayabera shirt should never be tucked into pants. Ever. And don't even think about wearing one with a tie.

SLOPPY JOE SHIRT

There are fashion solutions for fathers who tend to wear more mustard and ketchup than they squirt on a hotdog. Denver Hayes' cotton polo has a durable stain repellent protector applied in the knitting process of the shirt to repel spills without changing the softness or breathability of the fabric.

- * Denver Hayes Stain Repellent wash and wear cotton polo shirt, \$29.99, at Mark's Work Wearhouse.

GRAPHIC: 1. photo Tommy Bahama natural linen Hawaiian hula shirt, \$148. At The Bay stores. 2. photo Jams World retro spun crushed rayon Hawaiian shirt, \$119; Jamsworldasia.com 3. photo Lacoste pique cotton/Spandex slim-fit polo \$139. Lacoste classic cut, cotton polo (not shown) \$95. At Harry Rosen and www.lacoste.com 4. photo by FRANCO ROSSI Versus stripes it rich. 5. photo by FRANCO ROSSI Prada goes sleek with slim-stripes. 6. photo by FRANCO ROSSI Versace plays up polos in bold brights. 7. photo Guayabera by Haband of Paterson cotton/poly shirt with embroidered lace front, \$14, at Courage My Love, Toronto. 8. photo 9. photo

LOAD-DATE: June 21, 2005.

7 of 9 DOCUMENTS

Copyright 2005 Sun Media Corporation
The Toronto SunJune 14, 2005 Tuesday
FINAL EDITION**SECTION: FASHION; Pg. 32****LENGTH: 758 words****HEADLINE: SHIRTING THE ISSUE;
TOPS FOR POPS ON FATHER'S DAY****BYLINE: BY SYLVI CAPELACI, STYLE EDITOR****BODY:**

IN A HEAT WAVE, who wears socks and a tie?

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GRAPHIC: photospread 9 photos 3 photos by Franco Rossi 1. Versus stripes it rich. 2. Prada goes sleek with slim-stripes. 3. Versace plays up polos in bold brights. 4. photo Tommy Bahama natural linen Hawaiian hula shirt, \$148. Tommy Bahama is at The Bay and Tommy Bahama stores. Tommybahama.com 5. photo Jams World retro spun crushed rayon Hawaiian shirt, \$119, sizes S-XL, at The Brick Shirt House, 112 Cumberland St. Jamsworldasia.com 6. photo Lacoste pique cotton/Spandex slim-fit polo \$139. Lacoste classic cut, cotton polo (not shown) \$95. At Lacoste, 131 Bloor St. W. and Harry Rosen. 7. photo Denver Hayes, **Ultimate polo** shirt 8. photo Denver Hayes Stain Repellent wash and wear cotton polo shirt 9. photo Guayabera by Haband of Paterson cotton/poly shirt with embroidered lace front, \$14, at Courage My Love, 14 Kensington Ave.

LOAD-DATE: June 14, 2005

T 000554

9 of 9 DOCUMENTS

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Wearables Business

February 1, 2005

SECTION: COLUMNS; Pg. 42 ISSN: 51-

LENGTH: 575 words

HEADLINE: PPAI Expo truly a show that never closes

BYLINE: BRIAN ANDERSON

BODY:

While the January PPAI Expo in Las Vegas was setting attendance records, I was setting some records of my own.

Five days in Vegas and I spent about one hour actually gambling. Entering the week, the odds against me spending that little time at a table or video poker machine - were staggering.

I place the blame for my lack of gaming time squarely on the monster event the Expo has become since moving to the Mandalay Bay Convention Center. I used to actually spend a waking hour or two in my room when this thing was in Dallas.

Not anymore. As Wearables Business Editor Jeff Rundles likes to say, this show never closes. Indeed, once the exhibit floor closes, the day is perhaps half over. I often end up meeting friends right after the show for drinks to catch up on the last few months since I've seen them in person. Then you have group dinners at fancy restaurants, and there always seems to be special events scheduled either before the show, right after the show, or that start late enough so you can still work in that client dinner.

Doesn't leave much time for gambling, unless you borrow time from your pillow. It's not that I'm complaining - nobody puts a gun to my head and says I have to attend this, that and the other thing after exhibits close. I like to go because most of time these things are interesting and a lot of fun.

While I'm pretty sure PPAI isn't crazy about it, I'm a fan of going up to the big hotel suites to visit the non-exhibiting suppliers, typically high-end brands that have limited distribution strategies. It's a relaxing change of pace from the busy, loud show floor, not to mention the fact that the views from these suites, as well as the suites themselves, are impressive.

Ashworth has staked claim to the Presidential Suite in the Four Seasons Hotel, high up in the Mandalay Bay. There invited guests can sit in comfortable chairs and couches while salespeople present the new line. And then there is the table full of delicacies all created for the event by the mother of Kellie Claudio, Ashworth's Corporate National Sales Manager.

This year, Cutter & Buck held fashion shows - with its sales force as the models - for invited guests in the House of Blues Foundation Room, again high atop the Mandalay Bay. It was a fun show in a funky room.

Greg Norman Collection held a reception in the Mandalay Bay Convention Center featuring, naturally, fine wines from Greg Norman Estates. Guests were also presented with samples of The Ultimate Polo from the Collection.

Boardroom Custom Clothing, who did exhibit on the show floor, nevertheless held a rager of a party one night in its corner suite at Mandalay Bay, which towered over the Strip. Lime green-suited Mark Trotsuk ran the show while party guests were encouraged to walk out with their favorite Boardroom clothing samples.

And of course there was the SanMar party, which was to feature Jessica Simpson. While she called in sick, much to the chagrin of many in attendance, I give credit to SanMar for managing to round up a quality performer as literally a last-second replacement in Kelly Clarkson.

These were but a few of the activities that kept me out of the casinos. While I didn't get my gambling fix on this trip to

PPAI Expo truly a show that never closes Wearables Business February 1,

Vegas, I take comfort in the fact that there's always next year. If it's anything like this year, I'll probably come home with money in my wallet that never found its way to a table.

Brian Anderson is Senior Managing Editor of Wearables Business.

LOAD-DATE: February 3, 2005

794965

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

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**REGISTERED FOR A TERM OF 10 YEARS FROM *December 24, 2002*
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T 000557

Int. Cl.: 25

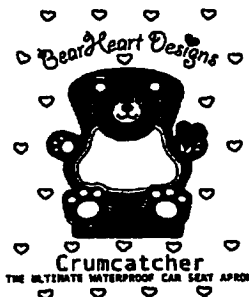
Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,665,442

Registered Dec. 24, 2002

**TRADEMARK
PRINCIPAL REGISTER**



WALKER, PAT (UNITED STATES INDIVIDUAL),
DBA BEARHEART DESIGNS
509 WHISPER LANE
BELTON, MO 64012

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "DESIGNS" AND "ULTIMATE
WATERPROOF CAR SEAT APRON", APART FROM
THE MARK AS SHOWN.

FOR: PLASTIC CHILD BIBS FOR CHILD RE-
STRAINT CAR SEATS, IN CLASS 25 (U.S. CLS. 22
AND 39).

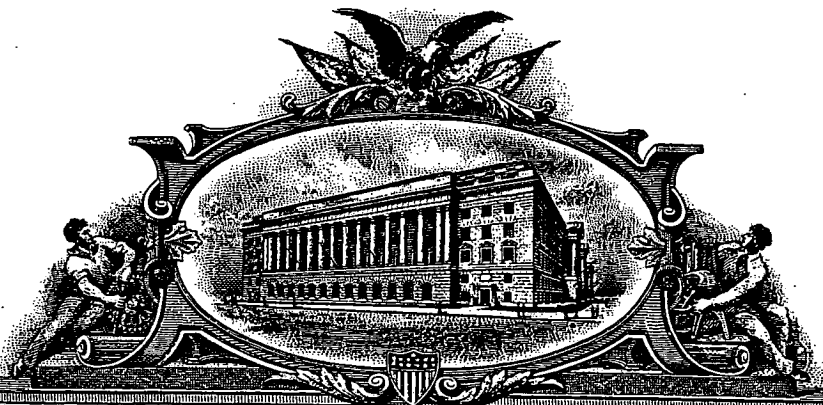
SER. NO. 76-192,346, FILED 1-10-2001.

FIRST USE 12-7-2000; IN COMMERCE 12-7-2000.

JAMES BRUNO, EXAMINING ATTORNEY

T 000558

794965



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TO ALL TO WHOM THESE PRESENTS SHALL COME:

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January 11, 2006

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Certifying Officer



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Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,370,615

Registered July 25, 2000

**TRADEMARK
PRINCIPAL REGISTER**



RED STEER GLOVE COMPANY (OREGON CORPORATION)
2895 VALPAK ROAD N.E.
SALEM, OR 97303

FOR: CLOTHING, NAMELY, RAINWEAR, IN
CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 10-27-1983; IN COMMERCE
10-27-1983.

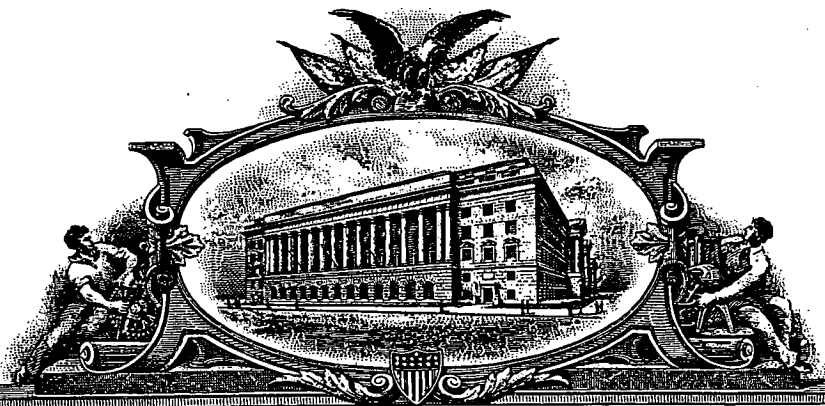
OWNER OF U.S. REG. NO. 1,046,441.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT
TO USE "ULTIMATE RAINWEAR", APART FROM
THE MARK AS SHOWN.

SER. NO. 75-679,468, FILED 4-12-1999.

KATHERINE STOIDES, EXAMINING ATTORNEY

794965



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

January 17, 2006

**THE ATTACHED U.S. TRADEMARK REGISTRATION 2,353,730 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

REGISTERED FOR A TERM OF 10 YEARS FROM *May 30, 2000*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

Registrant

By Authority of the

**Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**



P. R. Grant
P. R. GRANT
Certifying Officer

T 000561

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,353,730

United States Patent and Trademark Office Registered May 30, 2000

**TRADEMARK
PRINCIPAL REGISTER**



BOOT ROYALTY COMPANY, L.P. (DELAWARE
LIMITED PARTNERSHIP)
2821 WEST SEVENTH STREET
FORT WORTH, TX 76107

FOR: FOOTWEAR, NAMELY BOOTS, IN CLASS
25 (U.S. CLS. 22 AND 39).

FIRST USE 12-1-1998; IN COMMERCE 12-1-1998.

OWNER OF U.S. REG. NOS. 773,714, 2,198,056
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT
TO USE "ULTIMATE COMFORT" AND "COLLEC-
TION", APART FROM THE MARK AS SHOWN.

SER. NO. 75-752,560, FILED 7-16-1999.

KATHY DE JONGE, EXAMINING ATTORNEY

794965

THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

January 11, 2006

**THE ATTACHED U.S. TRADEMARK REGISTRATION 2,559,087 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

REGISTERED FOR A TERM OF 10 YEARS FROM *April 09, 2002*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

XANTHIPPI PETRA INC.

A CANADA CORP

By Authority of the

**Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**

E. Bornett

E. BORNETT

Certifying Officer



T 000563

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,559,087

Registered Apr. 9, 2002

TRADEMARK
PRINCIPAL REGISTER



XANTHIPPI PETRA INC. (CANADA CORPORATION)

4600 THIMENS BLVD.

MONTREAL, QUEBEC, CANADA H4R 2B2 BY
ASSIGNMENT CHANGES FASHIONS CANADA
INC. (CANADA CORPORATION) MONTREAL,
QUEBEC H4R 2B2, CANADA

FOR: WEARING APPAREL, NAMELY, SKIRTS,
SHIRTS, SHORTS, DRESSES, SLACKS, TOPS, JACK-
ETS AND BLOUSES, IN CLASS 25 (U.S. CLS. 22 AND
39).

FIRST USE 0-0-1983; IN COMMERCE 8-0-1998.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "THE ULTIMATE STYLE", APART
FROM THE MARK AS SHOWN.

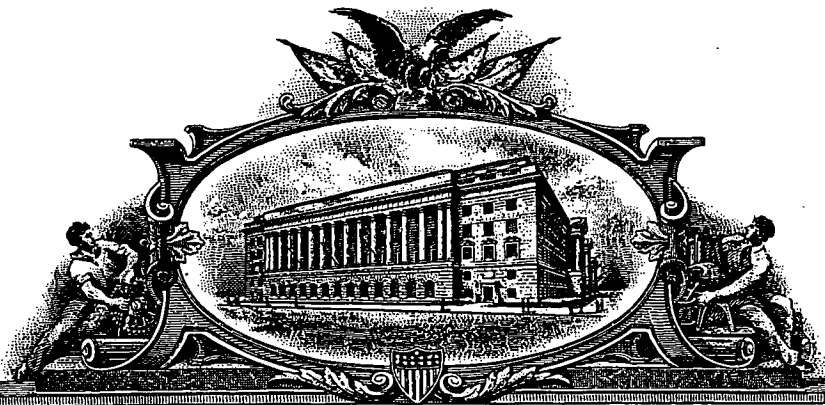
THE MARK CONSISTS OF THE WORDS "XAN-
THIPPI PETRA" AND "THE ULTIMATE STYLE" IN
STYLIZED TYPEFACE SURROUNDED BY A DOU-
BLE CIRCLE ENCLOSURE AND AN ARBITRARY
ASSORTMENT OF BUBBLES IN THE BACK-
GROUND.

THE WORD "PETRA" TRANSLATES FROM
GREEK TO ENGLISH AS "STONE".

SN 75-360,588, FILED 9-22-1997.

ELLIOTT ROBINSON, EXAMINING ATTORNEY

794965



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

January 17, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,868,369 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *December 20, 1994*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *December 20, 2004*

SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

STRENGTH SYSTEMS, INC.

A LOUISIANA CORPORATION

By Authority of the

Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

P. R. GRANT

Certifying Officer



T 000565

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,868,369

Registered Dec. 20, 1994

**TRADEMARK
PRINCIPAL REGISTER**



**STRENGTH FOOTWEAR, INC. (LOUISIANA
CORPORATION)
450 31ST STREET
KENNER, LA 70065**

**FOR: FOOTWEAR, IN CLASS 25 (U.S. CL. 39).
FIRST USE 5-0-1990; IN COMMERCE
5-0-1990.**

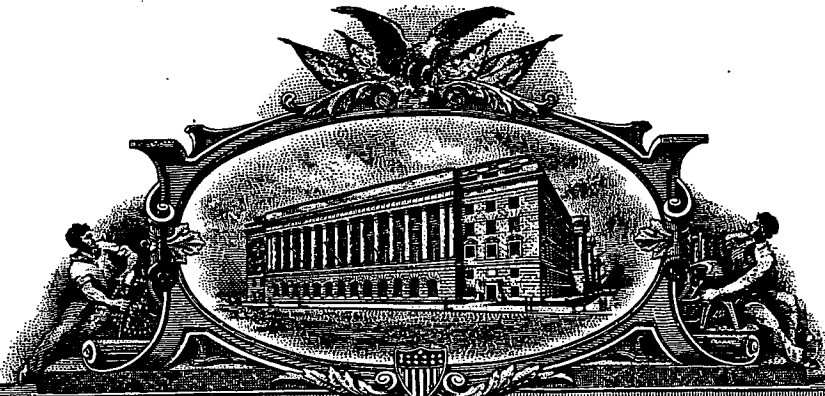
OWNER OF U.S. REG. NO. 1,473,271.

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "THE ULTIMATE LEG TRAIN-
ING SYSTEM", APART FROM THE MARK AS
SHOWN.**

SER. NO. 74-390,956, FILED 5-17-1993.

**ROBERT C. CLARK JR., EXAMINING ATTOR-
NEY**

794965



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

January 13, 2006

**THE ATTACHED U.S. TRADEMARK REGISTRATION 1,460,999 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

**REGISTERED FOR A TERM OF 20 YEARS FROM *October 13, 1987*
SECTION 8 & 15**

SAID RECORDS SHOW TITLE TO BE IN:

REGISTRANT

**By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office**

L. Edelen

**L. EDELEN
Certifying Officer**



T 000567

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,460,999

Registered Oct. 13, 1987

TRADEMARK
PRINCIPAL REGISTER



LOUNGE LIZARDS INC. (FLORIDA CORPORATION)
SUITE A
2625 N.E. 14TH AVENUE
WILTON MANORS, FL 33334

FOR: REPTILE SKIN SHOES, NAMELY,
YACHT SHOES AND WOMEN'S PUMPS, IN
CLASS 25 (U.S. CL. 39).

FIRST USE 10-0-1985; IN COMMERCE
10-0-1985.

OWNER OF U.S. REG. NO. 1,367,692.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "THE ULTIMATE LEISURE
GENUINE LIZARD SKIN SHOES AND ACCESS-
ORIES", APART FROM THE MARK AS
SHOWN.

SER. NO. 599,941, FILED 5-21-1986.

CRAIG K. MORRIS, EXAMINING ATTORNEY

U. S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

TARGET BRANDS, INC.

v.

Oxford Industries, Inc.

Cancellation No. 92044504

Michael A. Norwick of Lowenstein Sandler PC for Target Brands, Inc.

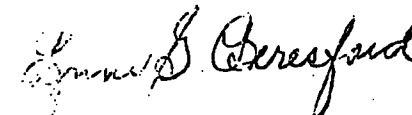
Joan L. Dillon of Joan Dillon Law, LLC for Oxford Industries, Inc.

Whereas, Target Brands, Inc. petitioned for cancellation of Registration No. 2942491 , issued April 19, 2005, to Oxford Industries, Inc.; and

Whereas, Oxford Industries, Inc. has filed application for cancellation under Section 7(e) of the Trademark Act of 1946, with the consent of petitioner;

It is ordered that Registration No. 2942491 be, and it is hereby, cancelled.

DEC 27 2005



Lynne G. Beresford
Commissioner for Trademarks

1
2 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
3 BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

4 Target Brands, Inc. ,

5 Opposer,

Opposition No. 91163556

6 v.

7 Shaun N.G. Hughes,

8 Applicant.

9 **APPLICANT'S ANSWERS TO OPPOSER'S FIRST SET OF
10 INTERROGATORIES AND REQUESTS FOR PRODUCTION**

11 Pursuant to Rules 33 and 34 of the Federal Rules of Civil Procedure,
12 37 C.F.R. § 2.120, and Rules 405 and 406 of the T.B.M.P., Shaun N.G. Hughes ("Applicant")
13 hereby objects and responds to Opposer's First Set of Interrogatories and Requests for
14 Production.

15 **I. INSTRUCTIONS AND DEFINITIONS**

16 A. These interrogatories and requests for production of documents require
17 responses which are complete and accurate as of the date when such responses are made.

18 B. The interrogatories are continuing in character so as to require Applicant to
19 supplement its responses when new information becomes available.

20 C. Applicant has a duty to amend a response if Applicant learns that the response
21 is in some material respect incomplete or incorrect and if the additional or corrective
22 information has not otherwise been made known to Applicant during the discovery process or
23 in writing.

24 D. If Applicant opts to produce business records in lieu of a written response to an
25 interrogatory, Applicant must indicate for each business record provided, the number of the
26 interrogatory to which it is responsive. Fed. R. Civ. P. 33(d).

27
APPLICANT'S ANSWERS TO OPPOSER'S FIRST
SET OF INTERROGATORIES and REQUESTS
FOR PRODUCTION - 1
HUSH2702PL1.DOC

CHRISTENSEN
O'CONNOR
JOHNSON
KINDNESS^{LLC}

LAW OFFICES
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101-2347
TELEPHONE: 206.682.8100

T 000570

1 E. If any information is withheld under a claim of privilege, Applicant should
2 please so state, indicate the nature of the privilege claimed and provide sufficient information
3 to permit a full determination of whether the claim is valid. For allegedly privileged
4 documents, Applicant should please include: an identification of the sender and the recipients
5 of the document; the date of the document; a description of the contents or nature of the
6 document; the number of the discovery request to which the document is responsive; and a
7 statement of the basis for the asserted claim of privilege.

8 F. If Applicant objects to any subpart or portion of a request for information or
9 objects to providing certain information requested, Applicant should state its objection and
10 answer the unobjectionable subpart(s) of the request for information and/or supply the
11 unobjectionable information requested.

12 G. As used herein, the following definitions apply:

13 1. "Opposer" The term "Opposer" shall mean Target Brands, Inc., and
14 where applicable, its present and former officers, directors, employees, agents,
15 representatives.

16 2. "Applicant" The term "Applicant" shall mean Shaun N.G. Hughes, and
17 where applicable, its present and former officers, directors, employees, agents and
18 representatives.

19 3. "Applicant's Goods" Unless otherwise specified, the phrase
20 "Applicant's Goods" refers to any and all kind of goods which Applicant uses in connection
21 with the designation ULTIMATE POLO.

22 4. "Communication" The term "communication(s)" means the information
23 that has been transmitted (in the form of facts, ideas, inquiries, or otherwise), regardless of
24 means utilized.

25 5. "Document". The term "document(s)" has the meaning ascribed to it in
26 Fed.R.Civ.P. 34(a), and includes, but is not limited to, every writing or record of every type
27 and description, including electronic mail and other electronic records, that is or has been in

1 the possession, control, or custody of Petitioner or which Petitioner has knowledge, including
2 without limitation: originals, masters and every copy of writings, including handwritings,
3 electronic messages and other records stored on computers or stored electronically, and
4 printed, typed or other graphic or photographic matter including film or microfilm, video tape,
5 recordings (tape, disc or other), correspondence, communications, contracts, agreements,
6 assignments, licenses, purchase, orders, invoices, statements, memoranda, notes (in pencil,
7 ink, typewritten or electronic), letters, notebooks, reports, photographs, drawings, tracings,
8 sketches, charts, catalogs, brochures, advertisements, records of communications- oral and
9 otherwise, instructions, telegrams, studies, surveys, minutes, reports, calendars, inter-office
10 communications, price lists, bulletins, circulars, statements, manuals, summaries, maps,
11 charts, graphs, invoices, canceled or voided checks, bills or statistical material. A document
12 bearing any notation not a part of the original text is to be considered a separate document. A
13 draft or non-identical copy is a separate document within the meaning of this term.

14 6. "Identify" or "Specify". As used herein, "identify" or "specify" when
15 used in reference to:

16 (a) a person who is an individual shall mean to state his or her full name,
17 present or last known residence address (designating which), and present or last known
18 position or business affiliation (designating which), job title, employment address, and
19 business and residence telephone numbers;

20 (b) a person that is a firm, partnership, corporation, proprietorship, association,
21 or other organization or entity shall mean to state its full name, present or last known
22 (designating which) address, telephone number, legal form of such entity or organization,
23 (including state and country of incorporation or organization) and the identity of its present
24 and former officers, directors, controlling shareholder(s) and all employees, agents, and staff
25 members who have responsibilities relating to use of trademarks;

26 (c) data, shall mean to state: in the case of a document, the title (if any), the
27 date, author(s), sender(s), recipient(s), the identity of the persons signing it, type of document

1 (i.e., a letter, memorandum, book, telegram, chart, etc.) or some other means of identifying it,
2 its present location or custodian and whether Applicant is in the possession of the original,
3 master, or a copy of the document, and if not in possession of the original, master or copy to
4 furnish the name and last known address of the custodian of the original, master or copy; in
5 the case of an oral communication, the date, subject matter, communicator, the recipient of
6 the communication, nature of communication, whether it was recorded, and the identity of
7 any witness thereto; and in the case of a fact, the source thereof.

8 7. The words/phrases "identity", "circumstances", "detail(s)", and "all
9 information", whether used alone or in connection with any other words, shall include, but are
10 not limited to, identifying all facts, persons, places, dates, events, documents, physical items
11 of any kind, time periods, geographical locations, data, communications of any kind, or any
12 other information in any way related to, pertaining to, connected with or otherwise responsive
13 to the interrogatory or document request such that all information shall be brought within the
14 scope of the interrogatory or document request which may otherwise be deemed not to be
15 covered by the interrogatory or document request.

16 8. The words/phrases "respecting", "relating", "referring to", or
17 "regarding", whether used alone or in connection with any other words, shall mean making a
18 statement about, referring to, mentioning, discussing, describing, reflecting, dealing with,
19 consisting of, comprising, recording or in any other way pertaining to the subject either in
20 whole or in part directly or indirectly.

21 9. "Person". The term "person" shall include without limitation, any
22 natural person or any business, business association, business entity, partnership, corporation,
23 legal, or governmental entity. Whenever an interrogatory requests identification of persons, as
24 to those individuals named in response to the interrogatory now in the employ of or associated
25 with Applicant, state the title or position, duties and present residence and business addresses
26 of each such individual. As to those "persons" who have previously been but are not now in
27 the employ of or associated with Applicant, state the periods of employment or association

1 with Applicant, the person's title or positions during that period, and the last known residences
2 and business address of such persons. As to all "persons" state their residence and business
3 addresses.

4 10. "And" and "Or". The connectives "and" and "or" shall be construed
5 broadly, both conjunctively and disjunctively, to bring within the scope of the discovery
6 request all responses that might otherwise be construed to be outside of its scope.

7 11. "Date". The term "date" shall mean the exact day, month and year, if
8 ascertainable, or if not, the best approximation, including the temporal relationship to other
9 events.

10 12. The term "third party" shall refer to any person other than Applicant
11 and the Opposers.

12 13. The term "name" shall refer to any word, mark, trademark, tradename,
13 service mark, or other designation, whether or not the "name" actually is legally protectable as
14 such.

15 GENERAL OBJECTIONS

16 1. Applicant objects to the Interrogatories and Requests for Production to the
17 extent they seek information protected by the attorney-client privilege or work product
18 doctrine.

19 2. Applicant objects to the Interrogatories and Requests for Production to the
20 extent they seek information not within the possession, custody or control of Applicant.

21 3. Applicant objects to the Interrogatories and Requests for Production to the
22 extent they seek to impose duties on Applicant beyond the scope of the Federal Rules of Civil
23 Procedure.

24 4. Applicant objects to the Interrogatories and Requests for Production to the
25 extent they seek confidential, proprietary or sensitive business information. However, such
26 information will be produced subject to entry of a Protective Order.

1 5. Applicant reserves the right to supplement, amend, and correct the responses
2 set forth below. Applicant's investigation is ongoing and the information contained in these
3 responses is preliminary.

4 6. Applicant objects to the Interrogatories and Requests for Production to the
5 extent they seek information not relevant to this Opposition and/or not reasonably calculated
6 to lead to the discovery of admissible evidence.

7
8 **II. OBJECTIONS AND RESPONSES**

9 INTERROGATORY NO. 1:

10 State the earliest date upon which the Applicant claims to have first used the name
11 ULTIMATE POLO in the United States, and describe the circumstances of such first use
12 including the details of any sale of the Applicant's Goods, including a description of how the
13 name ULTIMATE POLO was used in connection with the Applicant's Goods. Attach all
14 documents related to your answer.

15 RESPONSE:

16 Applicant incorporates by reference all of its general objections and further objects on
17 the ground that the interrogatory is overly broad and vague. Subject to these objections,
18 Applicant responds that the earliest date upon which Applicant first used the mark
19 ULTIMATE POLO in the United States is at least as early as June 30, 1992 in connection
20 with a catalog mailed to customers and doctors. Applicant will produce responsive
21 documents after entry of a Protective Order.

22
23 INTERROGATORY NO. 2:

24 Identify each product which the Applicant has marketed under or by reference to the
25 name ULTIMATE POLO, including all styles and colors, and provide the dates indicating the
26 periods of time during which such products were offered under or by reference to the name
27

1 ULTIMATE POLO. Your answer should include any dates that the name ULTIMATE
2 POLO was not being actively used. Attach all documents related to your answer.

3 RESPONSE:

4 Applicant incorporates by reference all of its general objections and further objects on
5 the ground that the interrogatory is overly broad and vague. Subject to these objections,
6 Applicant responds that the trademark ULTIMATE POLO has been used in connection with
7 shirts. Copies of the relevant pages of Applicant's catalogs from June 30, 1992 to the present
8 showing the garments will be produced. Complete catalogs are available for inspection. The
9 ULTIMATE POLO mark has been in use at all times from 1992 to the present.

10
11 INTERROGATORY NO. 3:

12 To the extent of Applicant's knowledge, identify each person or entity that uses or has
13 used in the United States a trademark or service mark that consists of or includes the
14 designation ULTIMATE POLO in connection with the marketing of any goods or services, or
15 ULTIMATE (including any designation used in combination with ULTIMATE) in connection
16 with apparel. Attach all documents related to your answer.

17 RESPONSE:

18 Applicant incorporates by reference all of its general objections and further objects on
19 the ground that the interrogatory is overly broad and vague. Subject to these objections,
20 Applicant further objects to the interrogatory on the ground that it is compound and irrelevant
21 since it seeks information concerning goods and services other than clothing or sun protective
22 clothing as well as information concerning the word ULTIMATE alone or together with any
23 other word. Subject to the above objections Applicant responds that it has carried out no
24 searches and is without information responsive to this Interrogatory as best understood.

1 INTERROGATORY NO. 4:

2 To the extent of Applicant's knowledge, identify each person or entity that uses or has
3 used in the United States a trademark or service mark that consists of or includes the
4 designation ULTIMATE (including any designation used in combination with ULTIMATE)
5 in connection with apparel. Attach all documents related to your answer.

6 RESPONSE:

7 See answer to Interrogatory No. 3.
8

9 INTERROGATORY NO. 5:

10 Describe the channels of trade and class or classes of purchasers for each of
11 Applicant's Goods sold under the name ULTIMATE POLO from the first use of the name to
12 date. In this regard, provide the names, addresses and other contact information for all
13 distributors, retailers and other sellers of Applicant's Goods.

14 RESPONSE:

15 Applicant incorporates by reference all of its general objections and further objects on
16 the ground that the interrogatory is overly broad and vague. Subject to these objections,
17 Applicant further objects that the interrogatory is unduly burdensome in seeking the names,
18 addresses and contact information for all distributors, retailers and other sellers of Applicant's
19 goods. Subject to the above objection Applicant responds that its principal channel of trade is
20 direct marketing through its Sun Precautions catalogs. Applicant also carries out medical
21 marketing through its Sun Precautions catalogs. In addition, Applicant opened retail stores in
22 Seattle in 1992, in San Diego, California in 1998, and in Santa Monica, California in 2001.
23 Applicant also operated a Hawaii store from 1996 to 2004. Applicant also markets over the
24 Internet through its Sun Precautions Web site from 1995 to the present and relevant pages
25 from the Web site will be produced.
26
27

1 INTERROGATORY NO. 6:

2 State the dollar amounts, by type of media and by date, which have been expended by
3 Applicant in advertising and promoting any of Applicant's Goods in connection with the name
4 ULTIMATE POLO for each calendar year from the name's first use through to the present
5 date. Attach documents sufficient to verify your answer.

6 RESPONSE:

7 Applicant incorporates by reference all of its general objections and further objects on
8 the ground that the interrogatory is overly broad and vague. Subject to these objections,
9 Applicant responds that its answer to this interrogatory is highly confidential and will be
10 answered under the Protective Order -- Confidential -- Attorneys Only category. The answer
11 to this interrogatory is submitted herewith in a separate envelope marked CONFIDENTIAL --
12 ATTORNEYS ONLY.

14 INTERROGATORY NO. 7:

15 For each of the products comprising Applicant's Goods which Applicant has sold
16 under the name ULTIMATE POLO, state, by unit and dollar volume, the amount of sales for
17 each calendar year from the first sale of the Applicant's Goods through to the present date.
18 Attach documents sufficient to verify your answer.

19 RESPONSE:

20 Applicant incorporates by reference all of its general objections and further objects on
21 the ground that the interrogatory is overly broad and vague. Subject to these objections,
22 Applicant responds that its answer to this interrogatory is highly confidential and will be
23 answered under the Protective Order -- Confidential -- Attorneys Only category. The answer
24 to this interrogatory is submitted herewith in a separate envelope marked CONFIDENTIAL --
25 ATTORNEYS ONLY.

1 INTERROGATORY NO. 8:

2 For each of the products comprising Applicant's Goods which Applicant has sold
3 under the ULTIMATE POLO name, state the retail and/or wholesale prices for each calendar
4 year from the first sale of the Applicant's Goods through to the present date. Attach
5 documents sufficient to verify your answer.

6 RESPONSE:

7 Applicant incorporates by reference all of its general objections and further objects on
8 the ground that the interrogatory is overly broad and vague. Subject to these objections,
9 Applicant responds that this information can be obtained from the Sun Precautions catalogs,
10 copies of Web site pages and other materials to be produced.
11

12 INTERROGATORY NO. 9:

13 Identify the definition of "Ultimate" that the Applicant relies upon for the purposes of
14 its registration of ULTIMATE POLO. Attach any documents that you rely upon for your
15 answer.

16 RESPONSE:

17 Applicant incorporates by reference all of its general objections and further objects on
18 the ground that the interrogatory is overly broad and vague. Subject to these objections,
19 Applicant further objects that this interrogatory is irrelevant and not calculated to elicit
20 evidence admissible in this proceeding. Subject to the above, Applicant responds that it does
21 not rely upon a definition for the purposes of its registration of ULTIMATE POLO.
22

23 INTERROGATORY NO. 10:

24 Identify all documents and witnesses you intend to rely upon in support of your claim
25 that "Applicant's continuous use of the term "ULTIMATE POLO" for more than twelve years
26 has caused the public to associate the trademark ULTIMATE POLO with Applicant and its
27

1 products." Attach a copy of all documents identified. State the substance of the testimony that
2 each witness will provide.

3 RESPONSE:

4 Applicant incorporates by reference all of its general objections and further objects on
5 the ground that the interrogatory is overly broad and vague. Subject to these objections,
6 Applicant responds that it will produce the requested documents subject to entry of a
7 Protective Order and in response to the Request for Production. Also see answers to
8 Interrogatories Nos. 2, 5, 6, 7, and 8. Applicant intends to rely upon the testimony of Shaun
9 N.G. Hughes, President of Sun Precautions, Inc. who will testify concerning the very
10 substantial use of the mark ULTIMATE POLO by Applicant in connection with sales and
11 advertising of ULTIMATE POLO brand garments from 1992 to the present.

12
13 INTERROGATORY NO. 11:

14 Identify all documents and witnesses you intend to rely upon in support of your claim
15 that the term ULTIMATE POLO, as used in connection with the Applicant's Goods, is
16 distinctive and has attained secondary meaning. Attach a copy of all documents identified.
17 State the substance of the testimony that each witness will provide.

18 RESPONSE:

19 Applicant incorporates by reference all of its general objections and further objects on
20 the ground that the interrogatory is overly broad and vague. Subject to these objections, see
21 answer to Interrogatory No. 10.

22
23 INTERROGATORY NO. 12:

24 Identify each person whom Applicant intends to call as a witness in the captioned
25 proceeding, including, but not limited to, expert witnesses, and describe the nature of each
26 witness's expected testimony, including the identification of all documents about which each
27 witness is expected to testify.

APPLICANT'S ANSWERS TO OPPOSER'S FIRST
SET OF INTERROGATORIES and REQUESTS
FOR PRODUCTION - 11
HUSH2702PL1.DOC

CHRISTENSEN
O'CONNOR
JOHNSON
KINDNESS^{LLC}

LAW OFFICES
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101-2347
TELEPHONE: 206.682.8100

1 RESPONSE:

2 Applicant incorporates by reference all of its general objections and further objects on
3 the ground that the interrogatory is overly broad and vague. Subject to these objections, see
4 answer to Interrogatory No. 10.
5

6 INTERROGATORY NO. 12:

7 For each and every Interrogatory above, identify the individual or individuals
8 answering the Interrogatory, and each person who provided any information, opinions, advice,
9 reports, studies, or facts on which your answer to any of the foregoing Interrogatories was
10 based, specifying each Interrogatory to which he or she contributed information.

11 RESPONSE:

12 Applicant incorporates by reference all of its general objections and further objects on
13 the ground that the interrogatory is overly broad and vague. Subject to these objections,
14 Applicant responds that the interrogatories were answered by Shaun N. G. Hughes, who
15 provided the information with the assistance of employees of Sun Precautions, Inc.
16

17 **IV. REQUESTS FOR PRODUCTION OF DOCUMENTS AND THINGS**

18 Applicant is hereby requested to produce the documents specified hereunder, to the
19 extent that such documents and things are in the possession, custody or control of the
20 Applicant or the Applicant's attorneys.
21

22 REQUEST FOR PRODUCTION NO. 1:

23 Any documents, other than those subject to attorney-client privilege, identified in
24 response to the preceding interrogatories or used in the preparation of answers to the
25 preceding interrogatories.
26
27

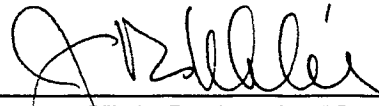
1 RESPONSE:

2 Applicant incorporates by reference all of its general objections. Applicant objects to
3 this Request on the ground that it is irrelevant and not calculated to produce evidence which is
4 probative of any issue in this proceeding.

5 As to objections

6 Dated: November 17, 2005

7 CHRISTENSEN O'CONNOR
8 JOHNSON KINDNESS^{PLLC}

9 
10 James R. Uhler, Registration No. 25,096
11 Attorney for Applicant Shaun N.G. Hughes

12 **VERIFICATION**

13 I have read the foregoing Applicant's Answers To Opposer's First Set Of
14 Interrogatories and Requests For Production and believe them to be true and correct.

15 Dated this ____ day of June, 2005.

16 By: _____

17 Shaun N.G. Hughes

18 **CERTIFICATE OF SERVICE**

19 I hereby certify that on the 17th day of November, 2005, a true copy of Applicant's Answers
20 To Opposer's First Set Of Interrogatories and Requests For Production was served in the manner listed
21 below.

22 Via Federal Express Delivery to: Vanessa A. Ignacio, Esq.
23 Michael A. Norwick, Esq.
24 Lowenstein Sandler PC
25 65 Livingston Avenue
26 Roseland, NJ 07068

27 Attorneys for Target Brands, Inc.

Executed on November 17, 2005.


Carol J. Darling

APPLICANT'S ANSWERS TO OPPOSER'S FIRST
SET OF INTERROGATORIES and REQUESTS
FOR PRODUCTION - 23
HUSH2702PL1.DOC

CHRISTENSEN
O'CONNOR
JOHNSON
KINDNESS^{PLLC}

LAW OFFICES
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101-2347
TELEPHONE: 206.682.8100

T 000582

1 RESPONSE:

2 Applicant incorporates by reference all of its general objections. Applicant objects to
3 this Request on the ground that it is irrelevant and not calculated to produce evidence which is
4 probative of any issue in this proceeding.

5 As to objections

6 Dated: _____

CHRISTENSEN O'CONNOR
JOHNSON KINDNESS^{PLLC}

7
8
9
10 James R. Uhler, Registration No. 25,096
Attorney for Applicant Shaun N.G. Hughes

11 **VERIFICATION**

12 I have read the foregoing Applicant's Answers To Opposer's First Set Of
13 Interrogatories and Requests For Production and believe them to be true and correct.

14 DATED this 6 day of June, 2005.

15 By: _____

Shaun N.G. Hughes

16 **CERTIFICATE OF SERVICE**

17 I hereby certify that on the ____ day of June, 2005, a true copy of Applicant's Answers To
18 Opposer's First Set Of Interrogatories and Requests For Production was served in the manner listed
19 below.

20 Via U.S. Mail to:

Vanessa A. Ignacio, Esq.
Michael A. Norwick, Esq.
Lowenstein Sandler PC
65 Livingston Avenue
Roseland, NJ 07068

Attorneys for Target Brands, Inc.

23 Executed on June ____, 2005.

24
25 _____
Carol J. Darling

26
27
APPLICANT'S ANSWERS TO OPPOSER'S FIRST
SET OF INTERROGATORIES and REQUESTS
FOR PRODUCTION - 23

HUSH13702PL1 DOC

CHRISTENSEN
O'CONNOR
JOHNSON
KINDNESS^{PLLC}

LAW OFFICES
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101-2347
TELEPHONE: 206 682 8100

T 000583



Commissioner for Trademarks
P O Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

DEC 23 2004

Vanessa A. Ignacio
LOWENSTEIN SANDLER PC
65 Livingston Avenue
Roseland, NJ 07068

RE: Letter of Protest concerning Trademark Application Serial No. 76570887 for the
mark ULTIMATE STAIN DEFENSE

Dear Ms. Ignacio:

The Administrator for Trademark Classification and Practice has reviewed your Letter of Protest pursuant to Sections 1715-1715.07 of the Trademark Manual of Examining Procedure.

Decision: The Letter of Protest is hereby GRANTED.

Your Letter of Protest is granted because the evidence submitted with it is of the type which may be given to an Examining Attorney for consideration during *ex parte* examination, TMEP Section 1715.

The forwarding of the evidence attached to your Letter of Protest does not entitle you to communicate directly with the Examining Attorney, either orally or in writing, with regard to this application. You must continue to monitor the status of the application if you wish to be informed of its final disposition. You will find status information on all trademark applications and registrations using the on-line TARR system at the USPTO web site. The URL for that system is <http://tarr.uspto.gov>.

Sincerely,

Jessie N. Marshall
Administrator for Trademark
Classification & Practice
(571) 272-9574

T 000584



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

DEC 23 2004

Vanessa A. Ignacio
LOWENSTEIN SANDLER PC
65 Livingston Avenue
Roseland, NJ 07068

RE: Letter of Protest concerning Trademark Application Serial No. 76583415 for the
mark ULTIMATE STAIN RELEASE

Dear Ms. Ignacio:

The Administrator for Trademark Classification and Practice has reviewed your Letter of Protest pursuant to Sections 1715-1715.07 of the Trademark Manual of Examining Procedure.

Decision: The Letter of Protest is hereby GRANTED.

Your Letter of Protest is granted because the evidence submitted with it is of the type which may be given to an Examining Attorney for consideration during *ex parte* examination. TMEP Section 1715.

The forwarding of the evidence attached to your Letter of Protest does not entitle you to communicate directly with the Examining Attorney, either orally or in writing, with regard to this application. You must continue to monitor the status of the application if you wish to be informed of its final disposition. You will find status information on all trademark applications and registrations using the on-line TARR system at the USPTO web site. The URL for that system is <http://tarr.uspto.gov>.

Sincerely,

Jessie N. Marshall
Administrator for Trademark
Classification & Practice
(571) 272-9574

T 000585



Commissioner for Trademarks
P O Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

3 5 10 2005

Vanessa A. Ignacio
LOWENSTEIN SANDLER PC
65 Livingston Avenue
Roseland, NJ 07068-1791

RE: Letter of Protest concerning Trademark Application Serial No 76582772 for the
mark ULTIMATE KILAKI

Dear Ms. Ignacio:

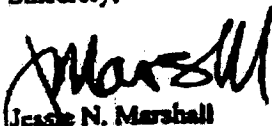
The Administrator for Trademark Classification and Practice has reviewed your Letter of Protest pursuant to Sections 1715-1715.07 of the Trademark Manual of Examining Procedure.

Decision: The Letter of Protest is hereby GRANTED.

Your Letter of Protest is granted because the evidence submitted with it is of the type which may be given to an Examining Attorney for consideration during *ex parte* examination. IMEP Section 1715.

The forwarding of the evidence attached to your Letter of Protest does not entitle you to communicate directly with the Examining Attorney, either orally or in writing, with regard to this application. You must continue to monitor the status of the application if you wish to be informed of its final disposition. You will find status information on all trademark applications and registrations using the on-line TARR system at the USPTO web site. The URL for that system is <http://tarr.uspto.gov>

Sincerely,


Jessie N. Marshall
Administrator for Trademark
Classification & Practice
(571) 272-9574

T 000586



Commissioner for Trademarks
P O Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

10 305

Vanessa A. Ignacio
LOWENSTEIN SANDLER PC
65 Livingston Avenue
Roseland, NJ 07068-1791

RE: Letter of Protest concerning Trademark Application Serial No. 76583416 for the
mark ULTIMATE WRINKLE RESISTANCE

Dear Ms. Ignacio:

The Administrator for Trademark Classification and Practice has reviewed your Letter of Protest pursuant to Sections 1715-1715.07 of the Trademark Manual of Examining Procedure.

Decision: The Letter of Protest is hereby GRANTED.

Your Letter of Protest is granted because the evidence submitted with it is of the type which may be given to an Examining Attorney for consideration during *ex parte* examination. TMEP Section 1715.

The forwarding of the evidence attached to your Letter of Protest does not entitle you to communicate directly with the Examining Attorney, either orally or in writing, with regard to this application. You must continue to monitor the status of the application if you wish to be informed of its final disposition. You will find status information on all trademark applications and registrations using the on-line TARR system at the USPTO web site. The URL for that system is <http://tarr.uspto.gov>.

Sincerely,

Jessie N. Marshall
Administrator for Trademark
Classification & Practice
(571) 272-9574

T 000587



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

OCT 10 2005

Michael A. Norwick
LOWENSTEIN SANDLER PC
65 Livingston Ave.
Roseland, NJ 07068

Re: Letter of Protest filed against Trademark Application Serial No. 78420594 for the mark
ULTIMATE DESIGN

Dear Mr. Norwick:

The Administrator for Trademark Classification and Practice has reviewed your Letter of Protest pursuant to Sections 1715-1715.07 of the Trademark Manual of Examining Procedure.

Decision: The Letter of Protest is hereby GRANTED.

The Commissioner for Trademarks has determined that a clear error was made in allowing this mark to be published. Accordingly, jurisdiction over the application has been restored to the Examining Attorney and the evidence attached to your Letter of Protest has been made of record. The Examining Attorney will take whatever action is appropriate. TMEP Section 1715.03. Please be advised, however, that granting a letter of protest does not entitle you to communicate directly, either orally or in writing, with the Examining Attorney.

Although jurisdiction has been returned to the Examining Attorney by the Commissioner of Trademarks, it is possible that further research by the Examining Attorney may indicate that a refusal is inappropriate. *In re BPJ Enterprises Ltd.*, 7 USPQ2d 1375, 1379 n. 5 (Comm'r Pats. 1988). You must continue to monitor the status of the application if you wish to be informed of its final disposition. You will find status information on all pending applications and active registrations using the on-line TARR system at the USPTO web site. The URL for that system is <http://tarr.uspto.gov>.

Sincerely,

Jessie N. Roberts
Administrator for Trademark
Classification and Practice
(571) 272-9574

T 000588



Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514
www.uspto.gov

Aug 4, 2004

NOTICE OF PUBLICATION UNDER 12(a)

- | | |
|--------------------------------------|------------------------------------|
| 1. Serial No.:
78/170,846 | 2. Mark:
ULTIMATE POLO |
| 3. International Class(es):
25 | |
| 4. Publication Date:
Aug 24, 2004 | 5. Applicant:
Shaun N.G. Hughes |

The mark of the application identified appears to be entitled to registration. The mark will, in accordance with Section 12(a) of the Trademark Act of 1946, as amended, be published in the Official Gazette on the date indicated above for the purpose of opposition by any person who believes he will be damaged by the registration of the mark. If no opposition is filed within the time specified by Section 13(a) of the Statute or by rules 2.101 or 2.102 of the Trademark Rules, the Commissioner of Patents and Trademarks may issue a certificate of registration.

Copies of the trademark portion of the Official Gazette containing the publication of the mark may be obtained from:

The Superintendent of Documents
U.S. Government Printing Office
PO Box 371954
Pittsburgh, PA 15250 7954
Phone: (202) 512-1800

By direction of the Commissioner.

Correspondence Address:

James R. Uhler
Christensen O'Connor Johnson Kindness PLL
1420 Fifth Avenue
Suite 2800
Seattle WA 98101-2347

TMP&I

T 000589

BOX RESPONSES - NO FEE
Trademark Law Office: 102
Serial No.: 78/170,846
Mark: ULTIMATE POLO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Shaun N.G. Hughes

Attorney Docket No. HUSH228744

Serial No.: 78/170,846

Trademark Attorney: Dominic J. Ferraiuolo

Filed: October 3, 2002

Law Office: 102

Mark: ULTIMATE POLO

International Class: 25

RESPONSE

Seattle, Washington 98101

August 28, 2003

TO THE COMMISSIONER FOR TRADEMARKS:

This response is filed in answer to the office action of April 2, 2003. In that action, Examiner Dominc Ferraiuolo refused registration under Section 2(d) of the Trademark Act arguing that applicant's mark so resembled the marks in U.S. Registrations Nos.: 696,123; 1,446,568; 2,039,920; and 2,305,047 as to be likely to cause confusion, mistake or to deceive. The Examining Attorney also called applicant's attention to pending application Serial No. 76/292,428 and indicated that there may be a likelihood of confusion between applicant's mark and the mark of that application if it were to mature into a registration. Applicant will explain hereafter why there is no likelihood of confusion between applicant's mark and any of the cited registrations or the referenced application.

The Examiner also indicated that he found the identification of goods to be indefinite. In response, applicant requests that the description of goods in this application be amended to read as follows:

"Sun protective clothing for men, women and children, namely, shirts."

11/01/03 10:11 AM HUSH228744

09-02-2003

U.S. Patent & TMO/TM Mail Rpt Dt #39

HUSH228744AM.DOC

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

The Examiner also requested that applicant disclaim the word "polo" and in response thereto applicant requests that the application be amended by inclusion of the following statement:

No claim is made to the exclusive right to use "polo" apart from the mark as shown.

Finally, the Examining Attorney requested that applicant clarify the scope of its claim under § 2(f) for the reason that the term "polo" is generic for a type of shirt and thus cannot acquire distinctiveness when considered alone. In response, applicant states that its § 2(f) claim is made to its entire trademark "ULTIMATE POLO" and not to the word "polo" alone. Applicant's continuous use of the term "ULTIMATE POLO" for more than twelve years has caused the public to associate the trademark ULTIMATE POLO with applicant and its products.

Turning now to the Examiner's rejection of the application under § 2(d) of the Trademark Act, consideration of each of the four prior registrations relied upon by the Examiner, shows that these registrations are so different from applicant's mark, both in the form of the marks and in the descriptions of the goods for which they have been registered that no likelihood of confusion is present.

Initially, applicant submits that the registrations cited by the Examiner are entitled to a very narrow scope of protection. Registrations Nos. 696,123 and 1,446,568 are both owned by Alba-Waldensian, Inc. Registration No. 2,039,920 is owned by Spenco Medical Corporation while Registration No. 2,305,047 is owned by Weinbrenner Shoe Company. The fact that three different companies were able to register the marks ULTIMATE and ULTIMATES for clothing items, shows that the laudatory term "ultimate" is entitled to a narrow scope of protection and that these prior registrations should be limited to the specific goods for which they have been registered. Registration No. 696,123 has been registered for women's hosiery while, Registration No. 1,446,568 has been registered for women's and girl's hosiery, pantyhose and panties.

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CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{LLC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

Applicant submits that these goods are so different from applicant's sun protective shirts that use of the word "ULTIMATES" in association therewith is not likely to cause public confusion between applicant's use of its mark ULTIMATE POLO as used on its sun protective shirts.

Registration No. 2,039,920 has been registered by Spenco Medical Corporation for "shoe inserts for foot support, namely arch cushions." Again, arch cushions are not garments similar to the sun protective shirts for which applicant seeks to register its ULTIMATE POLO mark.

Finally, Registration No. 2,305,047 is registered for "footwear and cushioned footwear insoles". Again, such goods are far different from applicant's sun protective shirts and confusion is not likely between applicant's mark and products and the mark and products of Registration No. 2,305,047.

In particular, applicant points out that Registration No. 2,305,047 for the word ULTIMATE for *inter alia*, cushioned footwear insoles, was allowed over prior Registration No. 2,039,920 for the same mark ULTIMATE for arch cushions, and this emphasizes the very narrow scope to which the prior ULTIMATES and ULTIMATE marks are entitled. If the identical trademark ULTIMATE can be registered for both arch supports and footwear insoles without public confusion arising, surely registration of applicant's very different mark, ULTIMATE POLO, for very different goods, namely sun protective shirts, would not create a likelihood of confusion.

Turning to pending application Serial No. 76/292,428 for the mark ULTIMATES, this application seeks to register the mark for women's and girls active wear, namely, "shorts, tights, leotards, bras, sportbras, shirts, tank tops and body suits." The applicant is Alba-Waldensian, Inc., the owners of the above discussed registrations for ULTIMATES for hosiery.

Applicant seeks to register its mark ULTIMATE POLO for sun protective clothing for men, women and children, namely shirts. Applicant submits that the differences between the

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CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PC}
1420 Fifth Avenue
Suite 2800
Seattle, Washington 98101
206.682.8100

marks ULTIMATES and ULTIMATE POLO coupled with the differences between Applicant's goods and the goods set forth in application Serial No. 76/292,428 are so great that there is no likelihood of confusion arising and requests that the Examining Attorney not suspend this application pending possible issuance of a registration from application Serial No. 76/292,428.

In light of all of the above amendments and arguments, applicant respectfully submits that this application is in condition for publication and requests that publication be granted.

Respectfully submitted,

CHRISTENSEN O'CONNOR
JOHNSON KINDNESS^{PLLC}

James R. Uhler
Registration No. 25,096
Direct Dial No. 206.695.1703

I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed envelope as first class mail with postage thereon fully prepaid and addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514, on the below date.

Date:

August 28th, 2003



JRU:cjd

From: Shaun N.G. Hughes (efiling@cojk.com)
Subject: TRADEMARK APPLICATION NO. 78170846 - ULTIMATE POLO - HUSH-2-28744
Sent: 4/2/03 11:42:55 AM
Sent As: ECom102
Attachments: Attachment - 1
Attachment - 2
Attachment - 3
Attachment - 4
Attachment - 5
Attachment - 6

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 78/170846

APPLICANT: Shaun N.G. Hughes

CORRESPONDENT ADDRESS:

James R. Uhler
Christensen O'Connor Johnson Kindness PLL
1420 Fifth Avenue
Suite 2800
Seattle WA 98101-2347

RETURN ADDRESS:

Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513
ecom102@uspto.gov

MARK: ULTIMATE POLO

CORRESPONDENT'S REFERENCE/DOCKET NO: HUSH-2-28744

CORRESPONDENT EMAIL ADDRESS:
efiling@cojk.com

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

OFFICE ACTION

TO AVOID ABANDONMENT, WE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF OUR MAILING OR E-MAILING DATE.

T 000594

The assigned examining attorney has reviewed the referenced application and determined the following.

The assigned examining attorney has reviewed the referenced application and determined the following.

Section 2(d)-Refusal to Register

The examining attorney refuses registration under Trademark Act Section 2(d), 15 U.S.C. §1052(d), because the applicant's mark, when used on or in connection with the identified goods, so resembles the marks in U.S. Registration Nos. 696123; 1446568; 2039920 and 2305047 as to be likely to cause confusion, or to cause mistake, or to deceive. TMEP §§1207.01 *et seq.* See the enclosed registrations.

The examining attorney must analyze each case in two steps to determine whether there is a likelihood of confusion. First, the examining attorney must look at the marks themselves for similarities in appearance, sound, connotation and commercial impression. *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973). Second, the examining attorney must compare the goods or services to determine if they are related or if the activities surrounding their marketing are such that confusion as to origin is likely. *In re August Storck KG*, 218 USPQ 823 (TTAB 1983); *In re International Telephone and Telegraph Corp.*, 197 USPQ 910 (TTAB 1978); *Guardian Products Co., v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978). TMEP §§1207.01 *et seq.*

The registered mark for ULTIMATE and ULTIMATES in typed form and the applicant's proposed mark ULTIMATE POLO in typed form are highly similar marks. The applicant's mark merely adds a generic term for shirts namely "polo" to the term "ultimate." However, the test of likelihood of confusion is not whether the marks can be distinguished when subjected to a side-by-side comparison. The issue is whether the marks create the same overall impression. *Visual Information Institute, Inc. v. Vicon Industries Inc.*, 209 USPQ 179 (TTAB 1980). The focus is on the recollection of the average purchaser who normally retains a general rather than specific impression of trademarks. *Chemetron Corp. v. Morris Coupling & Clamp Co.*, 203 USPQ 537 (TTAB 1979); *Sealed Air Corp. v. Scott Paper Co.*, 190 USPQ 106 (TTAB 1975); TMEP §1207.01(b). The registered marks and the applicant's mark create the same overall impression.

The registered identified goods and the applicant's identified goods appear to be the same, similar and/or related goods as respectively identified. The goods of the parties need not be identical or directly competitive to find a likelihood of confusion. They need only be related in some manner, or the conditions surrounding their marketing be such, that they could be encountered by the same purchasers under circumstances that could give rise to the mistaken belief that the goods come from a common source. *In re Martin's Famous Pastry Shoppe, Inc.*, 748 F.2d 1565, 223 USPQ 1289 (Fed. Cir. 1984); *In re Corning Glass Works*, 229 USPQ 65 (TTAB 1985); *In re Rexel Inc.*, 223 USPQ 830 (TTAB 1984); *Guardian Products Co., Inc. v. Scott Paper Co.*, 200 USPQ 738 (TTAB 1978); *In re International Telephone & Telegraph Corp.*, 197 USPQ 910 (TTAB 1978). TMEP §1207.01(a)(i).

Although the examining attorney has refused registration, the applicant may respond to the refusal to register by submitting evidence and arguments in support of registration.

The applicant should note the following cited prior filed application.

Application Not Entitled to Registration

The examining attorney encloses information regarding pending Application Serial No. 76292428. The filing dates of the referenced applications precede the applicant's filing date. There may be a likelihood of confusion between the applicant's

mark and the referenced marks under Trademark Act Section 2(d), 15 U.S.C. §1052(d). If the referenced application matures into a registration, the examining attorney may refuse registration in this case under Section 2(d). 37 C.F.R. §2.83; TMEP §1208.01.

If the applicant believes that there is no potential conflict between this application and the earlier-filed applications, the applicant may present arguments relevant to the issue. The election to file or not to file such arguments at this time in no way limits the applicant's right to address this issue at a later point.

If the applicant chooses to respond to the refusal to register, the applicant must also respond to the following.

Identification Unacceptable-Indefinite in Part-Amendment Required

The wording "Sun protective clothing for men, women and children" in the identification of goods is unacceptable as indefinite. The applicant must amend the identification to further specify the commercial name and nature of the goods, for example, "shirts, pants, etc." TMEP §1402.01.

Please note that, while an application may be amended to clarify or limit the identification, additions to the identification are not permitted. 37 C.F.R. §2.71(a); TMEP §1402.06. Therefore, the applicant may not amend to include any goods that are not within the scope of goods set forth in the present identification.

Disclaimer Required

The applicant must insert a disclaimer of POLO in the application. Trademark Act Section 6, 15 U.S.C. §1056; TMEP §1213. This term is merely descriptive of a type of shirt and therefore must be disclaimed apart from the mark as shown. A dictionary definition of the term "polo" for shirts is attached to this office action at Exhibit 1.

Section 2(f) Claim

The applicant must clarify the scope of its claim under Section 2(f). The term "polo" is generic for a type of shirt. Generic terms cannot acquire distinctiveness as to source and are incapable of identifying the applicant's goods and distinguishing them from those of others. *In re Gould Paper Corp.*, 834 F.2d 1017, 5 USPQ2d 1110 (Fed. Cir. 1987); *In re Pennzoil Products Co.*, 20 USPQ2d 1753 (TTAB 1991). Under these circumstances, the applicant cannot proceed under Trademark Act Section 2(f), 15 U.S.C. §1052(f) as to the term "polo."

If the applicant has any questions or needs assistance in responding to this Office action, please telephone, e-mail or fax the assigned examining attorney.

/DominicJFerraiuolo/
Trademark Examining Attorney
Law Office 102
e-mail: ecom102@uspto.gov
(703) 308-9102 ext. 174
fax: (703) 746-8102

Fee increase effective January 1, 2003

Effective January 1, 2003, the fee for filing an application for trademark registration will be increased to \$335.00 per

International Class. The USPTO will not accord a filing date to applications that are filed on or after that date that are not accompanied by a minimum of \$335.00.

Additionally, the fee for amending an existing application to add an additional class or classes of goods/services will be \$335.00 per class for classes added on or after January 1, 2003.

How to respond to this Office Action:

To respond formally using the Office's Trademark Electronic Application System (TEAS), visit <http://www.uspto.gov/teas/index.html> and follow the instructions.

To respond formally via E-mail, visit <http://www.uspto.gov/web/trademarks/tmelecresp.htm> and follow the instructions.

To respond formally via regular mail, your response should be sent to the mailing Return Address listed above and include the serial number, law office and examining attorney's name on the upper right corner of each page of your response.

To check the status of your application at any time, visit the Office's Trademark Applications and Registrations Retrieval (TARR) system at <http://tarr.uspto.gov/>

For general and other useful information about trademarks, you are encouraged to visit the Office's web site at <http://www.uspto.gov/main/trademarks.htm>

FOR INQUIRIES OR QUESTIONS ABOUT THIS OFFICE ACTION, PLEASE CONTACT THE ASSIGNED EXAMINING ATTORNEY.

EXHIBIT 1

Polo shirt: A pullover sport shirt of knitted cotton

The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.

Print: Apr 2, 2003

0696123

Issue: 0000/00/00

TYPED DRAWING

Serial Number

72074560

Status

REGISTERED AND RENEWED

Word Mark

ULTIMATES

Registration Number

0696123

Date Registered

1960/04/12

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

ALBA-WALDENSIAN, INC. CORPORATION DELAWARE P. O. BOX 100 VALDESE NORTH
CAROLINA 28690

Name Change

BY MERGER, BY CHANGE OF NAME

Goods/Services

Class Status -- ACTIVE. IC 025. US 039. G & S: WOMEN'S HOSIERY.
First Use: 1959/05/07. First Use In Commerce: 1959/05/07.

Filing Date

1959/05/27

Examining Attorney

UNKNOWN

Attorney of Record

JOHN L. SULLIVAN, JR.

Print: Apr 2, 2003

1446568

TYPED DRAWING

Serial Number
73627358

Status
SECTION 8 & 15-ACCEPTED AND ACKNOWLEDGED

Word Mark
ULTIMATES

Registration Number
1446568

Date Registered
1987/07/07

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
ALBA-WALDENSIAN, INC. CORPORATION DELAWARE POST OFFICE BOX 100 VALDESE
NORTH CAROLINA 28690

Goods/Services
Class Status -- ACTIVE. IC 025. US 039. G & S: WOMEN'S AND GIRLS'
HOSIERY, PANTYHOSE AND PANTIES. First Use: 1959/05/07. First Use In
Commerce: 1959/05/07.

Prior Registration(s)
0696123

Filing Date
1986/10/28

Examining Attorney
CLARK, ROBERT C.

Attorney of Record
JOHN L. SULLIVAN, JR.

Print: Apr 2, 2003

2039920

TYPED DRAWING

Serial Number
74720277

Status
REGISTERED

Word Mark
ULTIMATE

Registration Number
2039920

Date Registered
1997/02/25

Type of Mark
TRADEMARK

Register
PRINCIPAL

Mark Drawing Code
(1) TYPED DRAWING

Owner
Spenco Medical Corporation CORPORATION TEXAS 6301 Imperial Drive Waco
TEXAS 76712

Goods/Services
Class Status -- ACTIVE. IC 010. US 026 039 044. G & S: shoe
inserts for foot support, namely arch cushions. First Use:
1989/00/00. First Use In Commerce: 1989/00/00.

Goods/Services
Class Status -- ACTIVE. IC 025. US 022 039. G & S: insoles. First
Use: 1989/00/00. First Use In Commerce: 1989/00/00.

Filing Date
1995/08/25

Examining Attorney
MICHOS, JOHN E.

Attorney of Record
Eugenia S. Hansen

Print: Apr 2, 2003

2305047

ULTIMATE

Serial Number

75113565

Status

REGISTERED

Word Mark

ULTIMATE

Registration Number

2305047

Date Registered

2000/01/04

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Weinbrenner Shoe Company, Inc. CORPORATION WISCONSIN 108 South Polk
Street Merrill WISCONSIN 54452

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: footwear and
cushioned footwear insoles. First Use: 1980/00/00. First Use In
Commerce: 1980/00/00.

Prior Registration(s)

1314728;2039920

Filing Date

1996/06/04

Examining Attorney

UNKNOWN

Attorney of Record

Print: Apr 2, 2003

2305047

PETER W BECKER

ULTIMATES

Serial Number

76292428

Status

NOTICE OF ALLOWANCE - ISSUED

Word Mark

ULTIMATES

Type of Mark

TRADEMARK

Register

PRINCIPAL

Mark Drawing Code

(1) TYPED DRAWING

Owner

Alba-Waldensian, Inc. CORPORATION DELAWARE 201 St. Germain Avenue,
S.W. Post Office Box 100 Valdese NORTH CAROLINA 28690

Goods/Services

Class Status -- ACTIVE. IC 025. US 022 039. G & S: Women's and
girls' active wear, namely, shorts, tights, leotards, bras, sport
bras, shirts, tank tops and body suits.

Prior Registration(s)

0696123;1446568

Filing Date

2001/07/31

Examining Attorney

COOK, BRADLEY

Attorney of Record

John L. Sullivan, Jr.

*** User: dferraiuol ***

#	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
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03	32	15	17	7	0:01	1 and 2
04	159	N/A	0	0	P/0:02	ultimate[fm]
05	22	10	12	0	0:04	4 and 025[cc]

Session started 3/28/03 8:36:34 PM
Session finished 3/28/03 8:40:16 PM
Total search duration 0 minutes 14 seconds
Session duration 3 minutes 42 seconds

Default NEAR limit= 1 ADJ limit= 1

Sent to TICRS as Serial Number: 78170846

*** User: dferraiuol ***

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03	32	15	17	7	0:01	1 and 2
04	159	N/A	0	0	P/0:02	ultimate[fm]
05	22	10	12	0	0:04	4 and 025[cc]

Session started 3/28/03 8:36:34 PM
Session finished 3/28/03 8:40:16 PM
Total search duration 0 minutes 14 seconds
Session duration 3 minutes 42 seconds

Default NEAR limit= 1 ADJ limit= 1

Sent to TICRS as Serial Number: 78170846

Drawing Page

Serial Number:

78170846

Applicant:

Shaun N.G. Hughes
2815 Wetmore Avenue
Everett WA USA 98201



Date of First Use:

06/30/1992

Date of First Use in Commerce:

06/30/1992

Goods and Services:

Sun protective clothing for men, women and children

Mark:

ULTIMATE POLO

T 000605



NO OCR



10-03-2002

ORIGINAL SPECIMEN

Internet Transmission Date:
2002/10/03

Filing Date:
2002/10/03

Serial Number:
78170846

ULTIMATE POLO

This is the ultimate polo shirt. It features a button-down collar, a full button placket and a small logo on the chest. The shirt is made of a soft, breathable fabric and is available in a variety of colors. It is perfect for the polo player or anyone who wants a shirt that is both stylish and functional.

REGULAR SIZES S, M, L, XL, 2XL, 3XL
(10% to 15% extra for larger sizes. Some items may be sold out.)

TALL SIZES 4XL, 5XL, 6XL
(15% to 20% extra for larger sizes. Some items may be sold out.)

SOLIDS

STYLE #1060AD2 \$74.95

☐ Solid ☐ Striped ☐ Plaid

INDIGO STRIPED COLLARS

STYLE #1060BD2 \$74.95

☐ Solid ☐ Striped ☐ Plaid

ULTRA STRAW HAT

A great straw hat that is made of 100% straw. It has a wide brim and a chin strap. It is perfect for the summer months and is available in a variety of colors. It is perfect for the outdoor enthusiast or anyone who wants a hat that is both stylish and functional.

SIZES S, M, L, XL, 2XL, 3XL
(10% to 15% extra for larger sizes. Some items may be sold out.)

STYLE #44790K02 \$34.95

SOLLIMBRA RUGBY POLO

This is a great rugby polo shirt. It features a button-down collar, a full button placket and a small logo on the chest. The shirt is made of a soft, breathable fabric and is available in a variety of colors. It is perfect for the rugby player or anyone who wants a shirt that is both stylish and functional.

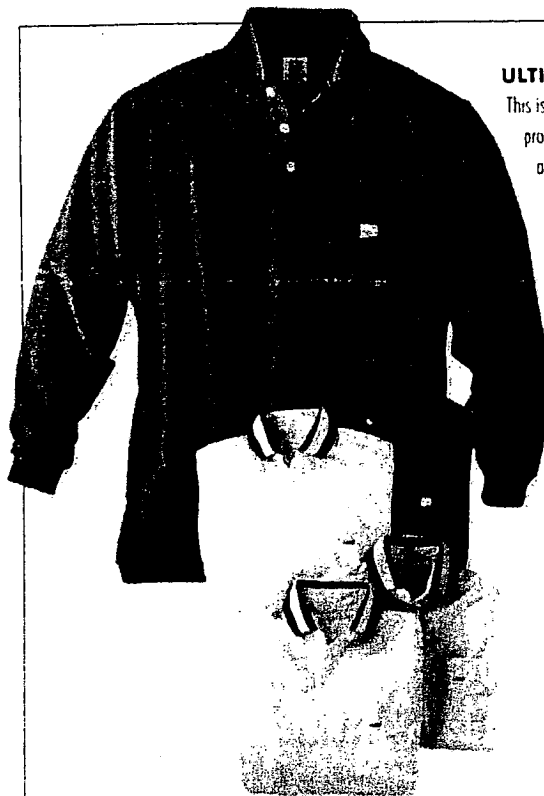
SIZES S, M, L, XL, 2XL, 3XL

STYLE #1020K02 \$84.95

☐ Solid ☐ Striped ☐ Plaid

The applicant has submitted required color specimen.
The USPTO has printed only one copy of the specimen,
and extra copies can be produced in-house as needed.

T 000606



ULTIMATE POLO

This is no ordinary polo, because its technical features make it cool, sun protective and ideal for highly active sports. Mesh panels under the arms and back yoke wick away perspiration and allow air to enter. Collar and cuffs are of a soft, breathable knit blend. A breast pocket and three-button placket add the finishing touches.

REGULAR SIZES S M L XL 2XL 3XL

(3XL in Solid White, Azure, Teal and Stone with Striped Collar only.)

TALL SIZES T/M T/L T/XL

(Talls in Solid White and Stone with Striped Collar only.)

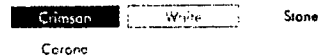
SOLIDS

STYLE #1060A02 \$74.95



INDIGO STRIPED COLLARS

STYLE #1060B02 \$74.95

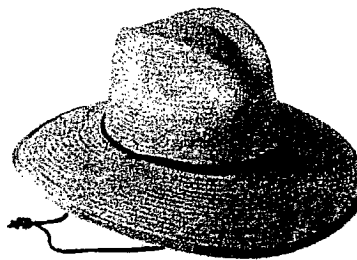


ULTRA STRAW HAT

A great Solumbra hat, pure and simple. A "Panama" straw hat with Solumbra fabric under the 4" brim and crown, it shields your face and neck from the sun's burning rays. With an elasticized sweatband and leather chin cord, it fits great, too. *Not intended to get wet.*

SIZES S-M(21"-22") M-L(22"-23") L-XL(23"-24")

STYLE #4790K02 \$54.95

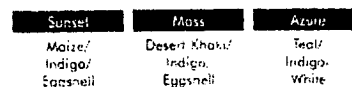


SOLUMBRA RUGBY POLO

You don't have to play rugby to enjoy this sporty polo. Perfect for a round of golf or a day of shopping, this versatile top comes styled with a crisp white collar, classic three-button placket and comfortable knit cuffs. Underarm and back ventilation panels provide optimum air circulation without sacrificing sun protection.

SIZES S M L XL 2XL

STYLE #1020K02 \$84.95



Drawing Page

Serial Number:

78170846

Applicant:

Shaun N.G. Hughes
2815 Wetmore Avenue
Everett WA USA 98201



Date of First Use:

06/30/1992

Date of First Use in Commerce:

06/30/1992

Goods and Services:

Sun protective clothing for men, women and children

Mark:

ULTIMATE POLO

T 000608



NO OCR



10-03-2002

Internet Transmission Date:

2002/10/03

Serial Number:

78170846

Filing Date:

2002/10/03



TRADEMARK APPLICATION

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

TOTAL FEES PAID: \$325

RAM SALE NUMBER: 281
RAM ACCOUNTING DATE: 20021004

T 000609



NO OCR



10-03-2002

DOCUMENT INFORMATION**TRADEMARK/SERVICEMARK APPLICATION****VERSION 1.24****APPLICANT INFORMATION**

NAME	Shaun N.G. Hughes
STREET	2815 Wetmore Avenue
CITY	Everett
STATE	WA
COUNTRY	USA
ZIP/POSTAL CODE	98201

APPLICANT ENTITY INFORMATION

INDIVIDUAL: COUNTRY OF CITIZENSHIP	U.S.
--	------

TRADEMARK/SERVICEMARK INFORMATION

MARK	ULTIMATE POLO
TYPED FORM	Yes

BASIS FOR FILING AND GOODS/SERVICES INFORMATION

USE IN COMMERCE: SECTION 1(a)	Yes
SPECIMEN	Yes
SPECIMEN DESCRIPTION	Catalog page offering goods for sale
INTERNATIONAL CLASS NUMBER	025
LISTING OF GOODS AND/OR SERVICES	Sun protective clothing for men, women and children

78170846

10/08/2002 10:08 AM

FIRST USE ANYWHERE DATE	06/30/1992
FIRST USE IN COMMERCE DATE	06/30/1992
OPTIONAL INFORMATION	
SECTION 2(f)	"The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement."
ATTORNEY INFORMATION	
NAME	James R. Uhler
STREET	1420 Fifth Avenue Suite 2800
CITY	Seattle
STATE	WA
COUNTRY	USA
ZIP/POSTAL CODE	98101-2347
E-MAIL ADDRESS	efiling@cojk.com
AUTHORIZE E-MAIL COMMUNICATION	Yes
FIRM NAME	Christensen O'Connor Johnson Kindness PLLC
TELEPHONE NUMBER	206-682-8100
FAX NUMBER	206-224-0779
ATTORNEY DOCKET NUMBER	HUSH-2-28744
OTHER APPOINTED ATTORNEY(S)	Bruce E. O'Connor, Reg. No. 24,849; Lee E. Johnson, Reg. No. 22,946; Gary S. Kindness, Reg. No. 22,178; James W. Anable, Reg. No. 26,827; James R. Uhler, Reg. No. 25,096; Jerald E. Nagae, Reg. No. 29,418; Dennis K. Shelton, Reg. No. 26,997; Jeffrey M. Sakoi, Reg. No. 32,059; Cindy Caditz; Ward Brown, Reg. No. 28,400; F. Ross Boundy; Robert J. Carlson, Reg. No. 35,472; Rodney C. Tullett, Reg. No. 34,034; Daiva K. Tautvydas, Reg. No. 36,077; Maria L. Culic Anderson, Reg. No. 40,574; Julie C. VanDerZanden, Reg. No. 38,105; George E. Renzoni, Ph.D., Reg.

78170846

10/08/2002 10:08 AM

No. 37,919; Philip P. Mann, Reg. No. 30,960; George S. Farber, Reg. No. 41,497;
Kevan L. Morgan, Reg. No. 42,015; and John D. Denkenberger, Reg. No. 44,060

FEE INFORMATION

TOTAL FEES PAID 325

NUMBER OF CLASSES PAID 1

NUMBER OF CLASSES 1

LAW OFFICE INFORMATION

E-MAIL ADDRESS FOR CORRESPONDENCE efilings@cojk.com

SIGNATURE AND OTHER INFORMATION

USE E-SIGNATURE Yes

SIGNATURE /FayeTomlinsonforJamesRUhlir/

DATE 10/03/2002

NAME James R. Uhlir

TITLE Attorney for Applicant

MAILING ADDRESS

LINE James R. Uhlir

LINE Christensen O'Connor Johnson KindnessPLLC

LINE 1420 Fifth Avenue

LINE Suite 2800

LINE Seattle WA 98101-2347

RAM INFORMATION

RAM SALE NUMBER 281

RAM ACCOUNTING DATE 20021004

SERIAL NUMBER INFORMATION

SERIAL NUMBER	78/170846
INTERNET TRANSMISSION DATE	Thursday, 10-03-2002 18:49:59 EDT
TEAS STAMP	USPTO-20943254222-20021003184928199-78/170846- 124acd4b5fc803bb0a1d41735ce37a79248-RAM-281-20021003172628199
E-MAIL ADDRESS FOR ACKNOWLEDGMENT	efiling@cojk.com

<SERIAL NUMBER> 78170846

<FILING DATE> 10/03/2002

<DOCUMENT INFORMATION>

<TRADEMARK/SERVICEMARK APPLICATION>

<VERSION 1.24>

<APPLICANT INFORMATION>

<NAME> Shaun N.G. Hughes
<STREET> 2815 Wetmore Avenue
<CITY> Everett
<STATE> WA
<COUNTRY> USA
<ZIP/POSTAL CODE> 98201

<APPLICANT ENTITY INFORMATION>

<INDIVIDUAL: COUNTRY OF CITIZENSHIP> U.S.

<TRADEMARK/SERVICEMARK INFORMATION>

<MARK> ULTIMATE POLO

<TYPED FORM> Yes

* Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). *

<BASIS FOR FILING AND GOODS/SERVICES INFORMATION>

<USE IN COMMERCE: SECTION 1(a)> Yes

* Applicant is using or is using through a related company the mark in commerce on or in connection with the below-identified goods/services. (15 U.S.C. Section 1051(a), as amended.). Applicant attaches one SPECIMEN for each class showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services. *

<SPECIMEN> Yes

<SPECIMEN DESCRIPTION> Catalog page offering goods for sale

<INTERNATIONAL CLASS NUMBER> 025

<LISTING OF GOODS AND/OR SERVICES> Sun protective clothing for men, women and children

<FIRST USE ANYWHERE DATE> 06/30/1992

<FIRST USE IN COMMERCE DATE> 06/30/1992

<OPTIONAL INFORMATION>

<SECTION 2(f)> "The mark has become distinctive of the goods/services through the applicant's

substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement."

<ATTORNEY INFORMATION>

<NAME> James R. Uhler
<STREET> 1420 Fifth Avenue Suite 2800
<CITY> Seattle
<STATE> WA
<COUNTRY> USA
<ZIP/POSTAL CODE> 98101-2347
<E-MAIL ADDRESS> efilings@cojk.com
<AUTHORIZE E-MAIL COMMUNICATION> Yes
<FIRM NAME> Christensen O'Connor Johnson Kindness PLLC
<TELEPHONE NUMBER> 206-682-8100
<FAX NUMBER> 206-224-0779
<ATTORNEY DOCKET NUMBER> HUSH-2-28744
<OTHER APPOINTED ATTORNEY(S)> Bruce E. O'Connor, Reg. No. 24,849; Lee E. Johnson, Reg. No. 22,946; Gary S. Kindness, Reg. No. 22,178; James W. Anable, Reg. No. 26,827; James R. Uhler, Reg. No. 25,096; Jerald E. Nagae, Reg. No. 29,418; Dennis K. Shelton, Reg. No. 26,997; Jeffrey M. Sakoi, Reg. No. 32,059; Cindy Caditz; Ward Brown, Reg. No. 28,400; F. Ross Boundy; Robert J. Carlson, Reg. No. 35,472; Rodney C. Tullett, Reg. No. 34,034; Daiva K. Tautvydas, Reg. No. 36,077; Maria L. Culic Anderson, Reg. No. 40,574; Julie C. VanDerZanden, Reg. No. 38,105; George E. Renzoni, Ph.D., Reg. No. 37,919; Philip P. Mann, Reg. No. 30,960; George S. Farber, Reg. No. 41,497; Kevan L. Morgan, Reg. No. 42,015; and John D. Denkenberger, Reg. No. 44,060

<FEE INFORMATION>

<TOTAL FEES PAID> 325
<NUMBER OF CLASSES PAID> 1
<NUMBER OF CLASSES> 1

<LAW OFFICE INFORMATION>

* The USPTO is authorized to communicate with the applicant's attorney at the below e-mail address *

<E-MAIL ADDRESS FOR CORRESPONDENCE> efilings@cojk.com

<SIGNATURE AND OTHER INFORMATION>

* PTO-Application Declaration: The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on

behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

*

<USE E-SIGNATURE> Yes

<SIGNATURE>

/FayeTomlinsonforJamesRUhlir/

<DATE>

10/03/2002

<NAME>

James R. Uhlir

<TITLE>

Attorney for Applicant

<MAILING ADDRESS>

<LINE> James R. Uhlir

<LINE> Christensen O'Connor Johnson Kindness PLLC

<LINE> 1420 Fifth Avenue

<LINE> Suite 2800

<LINE> Seattle WA 98101-2347

<RAM INFORMATION>

<RAM SALE NUMBER> 281

<RAM ACCOUNTING DATE> 20021004

<SERIAL NUMBER INFORMATION>

<SERIAL NUMBER> 78/170846

<INTERNET TRANSMISSION DATE> Thursday, 10-03-2002 18:49:59 EDT

<TEAS STAMP>

USPTO-20943254222-20021003184928199-78/170846-

124acd4b5fc803bb0a1d41735ce37a79248-RAM-281-20021003172628199

E-MAIL ADDRESS FOR ACKNOWLEDGMENT> efilng@cojk.com

Revocation of Attorney/Domestic Representative and/or Appointment of Attorney/Domestic Representative

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	76570887
REGISTRATION NUMBER	3036890
LAW OFFICE ASSIGNED	LAW OFFICE 112
MARK SECTION	
MARK	ULTIMATE STAIN DEFENSE
ATTORNEY SECTION	
ORIGINAL ADDRESS	NORMAN H. ZIVIN COOPER & DUNHAM LLP 71815 1185 AVENUE OF THE AMERICAS NEW YORK, NEW YORK 10036 (212) 391-0525 (212) 278-0400
CORRESPONDENCE SECTION	
ORIGINAL ADDRESS	NORMAN H. ZIVIN COOPER & DUNHAM LLP 71815 1185 AVENUE OF THE AMERICAS NEW YORK, NEW YORK 10036 (212) 391-0525 (212) 278-0400
NEW ATTORNEY ADDRESS	
STATEMENT TEXT	By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:
NAME	Brian G. Gilpin
FIRM NAME	Godfrey & Kahn, S.C.
STREET	780 North Water Street
CITY	Milwaukee
STATE	Wisconsin
COUNTRY	United States
POSTAL/ZIP CODE	53202
PHONE	414-273-3500

<input checked="" type="checkbox"/> X	414-273-5198
EMAIL	docketing@gklaw.com
ATTORNEY AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
NEW CORRESPONDENCE ADDRESS	
NAME	Brian G. Gilpin
STREET	780 North Water Street
CITY	Milwaukee
STATE	Wisconsin
COUNTRY	United States
POSTAL/ZIP CODE	53202
phone	414-273-3500
fax	414-273-5198
email	docketing@gklaw.com
AUTHORIZED TO COMMUNICATE VIA E-MAIL	YES
SIGNATURE SECTION	
SIGNATURE	/Richard D. Schepp/
SIGNATORY NAME	Richard D. Schepp
SIGNATORY DATE	01/10/2006
SIGNATORY POSITION	Attorney in Fact
FILING INFORMATION SECTION	
SUBMIT DATE	Tue Jan 10 10:29:19 EST 2006
TEAS STAMP	USPTO/RAA-67.52.11.100-20 060110102919860102-765966 76-320dc2d14114e11990ae7e aefaf84325a6-N/A-N/A-2006 0105180114627018

PTO Form 2196 (Rev 09/04)
OMB Control #0651-0009 (Exp. 06/30/2005)

Revocation of Attorney/Domestic Representative and/or Appointn

To the Commissioner for Trademarks:
MARK: ULTIMATE STAIN DEFENSE
SERIAL NUMBER: 76570887
REGISTRATION NUMBER: 3036890

the original attorney

T 000618

NORMAN H. ZIVIN
COOPER & DUNHAM LLP
71815
1185 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10036
(212) 391-0525
(212) 278-0400

Original Correspondence Address :

NORMAN H. ZIVIN
COOPER & DUNHAM LLP
1185 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10036
(212) 391-0525
(212) 278-0400

By submission of this request, the undersigned REVOKES the power of attorney currently of record, as listed above, and hereby APPOINTS the following new attorney:

Newly Appointed Attorney:

Brian G. Gilpin
Godfrey & Kahn, S.C.
780 North Water Street
Milwaukee
Wisconsin (WI)
53202
United States (USX)
414-273-3500
414-273-5198

The following is to be used as the correspondence address:

Brian G. Gilpin
780 North Water Street
Milwaukee
Wisconsin
United States
53202

Signature: /Richard D. Schepp/ Date: 01/10/2006

Signatory's Name: Richard D. Schepp

Signatory's Position: Attorney in Fact

Serial Number: 76570887

Internet Transmission Date: Tue Jan 10 10:29:19 EST 2006

TEAS Stamp: USPTO/RAA-67.52.11.100-20060110102919860

102-76596676-320dc2d14114e11990ae7eafaf

84325a6-N/A-N/A-20060105180114627018

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,036,890

Registered Dec. 27, 2005

**TRADEMARK
SUPPLEMENTAL REGISTER**

ULTIMATE STAIN DEFENSE

KOHL'S ILLINOIS, INC. (NEVADA CORPORATION)
NEW YORK SQUARE
4340 FOX VALLEY CENTER DRIVE
AURORA, IL 60504

FOR: CLOTHING, NAMELY, SHIRTS AND
PANTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 12-0-2004; IN COMMERCE 12-0-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 76-570,887, FILED P.R. 1-16-2004; AM. S.R. 10-20-2005.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

NOTICE OF ACCEPTANCE OF AMENDMENT TO USE

Nov 8, 2005

NORMAN H. ZIVIN
COOPER & DUNHAM LLP
1185 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10036

TM12

ATTORNEY
REFERENCE NUMBER:

71815

SERIAL NUMBER:	76/570887
MARK:	ULTIMATE STAIN DEFENSE
OWNER:	Kohl's Illinois, Inc.

The Amendment to Allege Use (AAU) filed for the trademark application identified above has been accepted as meeting the minimum requirements of 37 C.F.R. § 2.76(e). The application will be returned to the examining attorney for a substantive review of the Amendment to Allege Use.

Filing an Amendment to Allege Use does not relieve the applicant of the duty to file a response to any outstanding office action or to take any other action required in the case, including filing a Notice of Appeal.

For further information please check the USPTO web site at www.uspto.gov or call the Trademark Assistance Center at 1-800-786-9199.

T 000621

User:asappenfie ***

	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/ Search Duration	Search
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02	2568	N/A	0	0	0:01	*st{v}{"iy"}n*[bi,ti]
03	1407	N/A	0	0	0:02	*d{v}f{v}n{"szc"}*[bi,ti]
04	1	N/A	0	0	0:02	*d{v}ph{v}n{"szc"}*[bi,ti]
05	5	0	5	4	0:01	1 and (2 or 3 or 4) and live[ld]
06	4	0	4	2	0:01	2 and (3 or 4) and live[ld]

Session started 11/5/2005 8:43:35 PM

Session finished 11/5/2005 8:44:55 PM

Total search duration 0 minutes 10 seconds

Session duration 1 minutes 20 seconds

Default NEAR limit=1ADJ limit=1

Sent to TIGRS as Serial Number: 76570887

T 000622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kohl's Illinois, Inc.
Mark : ULTIMATE STAIN DEFENSE
Filing Date : January 16, 2004
Serial No. : 76/570,887
Ann Sappenfield
Trademark Examining Attorney
Law Office 112
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

AMENDMENT B AND RESPONSE TO OFFICE ACTION

In response to the Office Action, mailed April 18, 2005,
please amend the above-entitled application as follows:

Page 1, line 20, delete "Principal" and substitute
-- Supplemental --.

REMARKS

In the Office Acton, the Examining Attorney stated a new
ground for refusal to register, namely, that the mark merely
describes a feature of the goods, pursuant to Section 2(e)(1).

Applicant respectfully disagrees that the mark in its entirety
is merely descriptive of the goods. The Examining Attorney is
combining the definitions of several words which in combination do
not immediately describe anything.



10-20-2005

U.S. Patent & TMOc/TM Mail Rcpt Dt. #01

T 000623

Applicant: Kohl's Illinois, Inc.
Serial No.: 76/570,887

Applicant agrees that the goods contain a chemical substance which helps protect against stains. But, the mark in its entirety remains capable of distinguishing Applicant's goods.

Nonetheless, without conceding descriptiveness, Applicant is willing to accept a registration on the Supplemental Register.

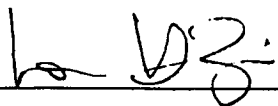
Applicant submits herewith an Amendment to Allege Use, which has been duly verified.

In view of the Amendment and the foregoing remarks, Applicant respectfully submits that a registration should now issue on the Supplemental Register. If the Trademark Examining Attorney has any further questions, it is requested that she telephone Applicant's Attorney.

Respectfully,

COOPER & DUNHAM LLP

Dated: 10/17, 2005 By


Norman H. Zivin
1185 Avenue of the Americas
New York, New York 10036
(212) 278-0400
Attorney for Applicant

I hereby certify that this paper is being deposited this date with the U.S. Postal Service as first class mail addressed to:
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P.O. Box 1451
Alexandria, Virginia 22313-1451

 10/17/05
Norman H. Zivin Date

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kohl's Illinois, Inc.
Mark : ULTIMATE STAIN DEFENSE
Filing Date : January 16, 2004
Serial No. : 76/570,887

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Sir:

AMENDMENT TO ALLEGE USE PURSUANT TO RULE 2.76

Applicant has requested registration of the above-identified mark on the Principal Register established by the Act of July 5, 1946.

Applicant now is using the mark in commerce on or in connection with the goods identified in this application namely, "CLOTHING; NAMELY, SHIRTS AND PANTS," in International Class 25. The mark was first used at least as early as December 2004 and was first used in interstate commerce at least as early as December 2004, and is now in use in such commerce.

One (1) specimen showing the mark as used in commerce is submitted with this Statement. The mark is used on labels for the goods.

Applicant: Kohl's Illinois, Inc.
Serial No.: 76/570,887

Applicant submits herewith the fee of \$100 for filing this
Amendment. If this amount is improper or the check is missing,
please charge any amount due to deposit Account No. 03-3125.

Respectfully,

COOPER & DUNHAM LLP

Dated: 10/17, 2005 By h. Zivin

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P.O. Box 1451
Alexandria, Virginia 22313-1451

h. Zivin 10/17/05
Norman H. Zivin Date

Norman H. Zivin
1185 Avenue of the Americas
New York, New York 10036
(212) 278-0400
Attorney for Applicant


Applicant: Kohl's Illinois, Inc.
Serial No.: 76/570,887

DECLARATION

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he is properly authorized to execute this Amendment to Allege Use on behalf of the applicant; he believes the applicant to be the owner of the mark sought to be registered; the mark is now in use in commerce; and all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.

KOHL'S ILLINOIS, INC.

Dated: Oct. 17, 2005

By 
Richard D. Schepp
Attorney in Fact



SPECIMEN

T 000628

UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 76/570887

APPLICANT: Kohl's Illinois, Inc.

76570887

CORRESPONDENT ADDRESS:
NORMAN H. ZIVIN
COOPER & DUNHAM LLP
1185 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10036

RETURN ADDRESS:
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

MARK: ULTIMATE STAIN DEFENSE

CORRESPONDENT'S REFERENCE/DOCKET NO: 71815

CORRESPONDENT EMAIL ADDRESS:

Please provide in all correspondence:

1. Filing date, serial number, mark and applicant's name.
2. Date of this Office Action.
3. Examining Attorney's name and Law Office number.
4. Your telephone number and e-mail address.

OFFICE ACTION

RESPONSE TIME LIMIT: THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE MAILING OR E-MAILING DATE.

Serial Number 76/570887

The assigned trademark examining attorney has *re-reviewed* the referenced application and the applicant's response. Please note that the standard character claim and the amended identification are accepted and entered into the record. However, the following new refusal is issued. This is a **non-final** action.

Section 2(e)(1) - Descriptive Refusal

Registration is refused because the proposed mark merely describes a feature of the goods. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); TMEP §§1209 *et seq.*

A mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. 1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Bright#Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); TMEP section 1209.01(b).

Here, the applicant's mark, ULTIMATE STAIN DEFENSE, for "clothing, namely, shirts and pants" is merely descriptive. A mark that combines descriptive terms may be registrable if the composite creates a unitary mark with a separate, nondescriptive meaning. However, if each component retains its descriptive significance in relation to the goods or services, the combination results in a composite that is itself descriptive. *In re Tower Tech, Inc.*, 64 USPQ2d 1314 (TTAB 2002) (SMARTTOWER merely descriptive of "commercial and industrial cooling towers and accessories

T 000629

therefor, sold as a unit"); *In re Sun Microsystems Inc.*, 59 USPQ2d 1084 (TTAB 2001) (AGENTBEANS merely descriptive of computer software use in development and deployment of application programs on global computer network); *In re Putman Publishing Co.*, 39 USPQ2d 2021 (TTAB 1996) (FOOD & BEVERAGE ONLINE held to be merely descriptive of news and information service for the food processing industry); *In re Copytele Inc.*, 31 USPQ2d 1540 (TTAB 1994) (SCREEN FAX PHONE merely descriptive of "facsimile terminals employing electrophoretic displays"); *In re Entenmann's Inc.*, 15 USPQ2d 1750 (TTAB 1990), *aff'd per curiam*, 928 F.2d 411 (Fed. Cir. 1991) (OATNUT held to be merely descriptive of bread containing oats and hazelnuts).

Here the mark is descriptive according to ordinary dictionary definitions of the words comprising the mark. "Ultimate" is a laudatory word describing the goods. "Stain Defense" merely describes the fact that the clothing items will have a feature that serves to protect the clothes from stains.

ultimate

ul·ti·mate (ùl'te-mīt) *adjective*

Abbr. ult.

3. a. Of the greatest possible size or significance; maximum: *Has the ultimate diamond been found?* b. Representing or exhibiting the greatest possible development or sophistication: *the ultimate bicycle*. c. Utmost; extreme: *the ultimate insult*.^[1]

stain

stain (stân) *verb*

noun

1. A discolored or soiled spot or smudge.

de-fense

de-fense (dî-fens') *noun*

Abbr. def.

2. A means or method of defending or protecting.

Laudatory terms, i.e., those terms that attribute quality or excellence to goods or services, are considered descriptive terms under Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); TMEP §1209.03(k). That is, laudatory terms, phrases and slogans are nondistinctive and unregistrable without proof of acquired distinctiveness. *In re Nett Designs Inc.*, 236 F.3d 1339, 57 USPQ2d 1564 (Fed. Cir. 2001) (THE ULTIMATE BIKE RACK); *In re Best Software Inc.*, 58 USPQ2d 1314 (TTAB 2001) (BEST and PREMIER); *In re Dos Padres Inc.*, 49 USPQ2d 1860 (TTAB 1998) (QUESO QUESADILLA SUPREME); *In re Consolidated Cigar Co.*, 35 USPQ2d 1290 (TTAB 1995) (SUPER BUY); *General Foods Corp. v. Ralston Purina Co.*, 220 USPQ 990 (TTAB 1984) (ORIGINAL BLEND).

Information Request

The applicant must respond to the following question. TMEP section 1105.02.

- 1) Will the goods include a feature that protects the clothes from stains?

Supplemental Register Not Available Yet

Although an amendment to the Supplemental Register would normally be an appropriate response to this refusal(s), such a response is not appropriate in the present case until an acceptable allegation of use is filed. The instant application was filed under Trademark Act Section 1(b), 15 U.S.C. §1051(b), and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 or statement of use under 37 C.F.R. §2.88 has been timely filed. 37 C.F.R. §2.47(d); TMEP §§815.02, 816.02 and 1102.03.

If applicant files an allegation of use and also amends to the Supplemental Register, please note that the effective filing date of the application will then be the date of filing of the allegation of use. 37 C.F.R. §2.75(b); TMEP §§206.01 and 816.02.

Response Guidelines

Although the trademark examining attorney has refused registration, applicant may respond to the refusal to register by submitting evidence and arguments in support of registration.

If the applicant has any questions concerning this action, please contact the assigned Examining Attorney at the number below.

NOTICE: FEE CHANGE

Effective January 31, 2005 and pursuant to the Consolidated Appropriations Act, 2005, Pub. L. 108-447, the following are the fees that will be charged for filing a trademark application:

(1) \$325 per international class if filed electronically using the Trademark Electronic Application System (TEAS); or

(2) \$375 per international class if filed on paper

These fees will be charged not only when a new application is filed, but also when payments are made to add classes to an existing application. If such payments are submitted with a TEAS response, the fee will be \$325 per class, and if such payments are made with a paper response, the fee will be \$375 per class.

The new fee requirements will apply to any fees filed on or after January 31, 2005.

NOTICE: TRADEMARK OPERATION RELOCATION

Trademark Operation has relocated to Alexandria, Virginia. Effective October 4, 2004, all Trademark-related paper mail (except documents sent to the Assignment Services Division for recordation, certain documents filed under the Madrid Protocol, and requests for copies of trademark documents) must be sent to:

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Applicants, attorneys and other Trademark customers are strongly encouraged to correspond with the USPTO online via the Trademark Electronic Application System (TEAS), at <http://www.uspto.gov/teas/index.html>.

/Ann Sappenfield/

Trademark Examining Attorney

Law Office 112

(571) 272-9215

HOW TO RESPOND TO THIS OFFICE ACTION:

- **ONLINE RESPONSE:** You may respond formally using the Office's Trademark Electronic Application System (TEAS) Response to Office Action form (visit <http://www.uspto.gov/teas/index.html> and follow the instructions, but if the Office Action issued via email you must wait 72 hours after receipt of the Office Action to respond via TEAS).
- **REGULAR MAIL RESPONSE:** To respond by regular mail, your response should be sent to the mailing return address above and include the serial number, law office number and examining attorney's name in your response.

STATUS OF APPLICATION: To check the status of your application, visit the Office's Trademark Applications and Registrations Retrieval (TARR) system at <http://tarr.uspto.gov>.

VIEW APPLICATION DOCUMENTS ONLINE: Documents in the electronic file for pending applications can be viewed and downloaded online at <http://portal.uspto.gov/external/portal/tow>.

GENERAL TRADEMARK INFORMATION: For general information about trademarks, please visit the Office's website at <http://www.uspto.gov/main/trademarks.htm>

FOR INQUIRIES OR QUESTIONS ABOUT THIS OFFICE ACTION, PLEASE CONTACT THE ASSIGNED EXAMINING ATTORNEY SPECIFIED ABOVE.

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States. All rights reserved.

T 000633

Examining Attorney: SAPPENFIELD, ANN

Serial Number: 76/570887

Dkt. 71815

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kohl's Illinois, Inc.
Serial No. : 76/570,887
Filing Date : January 16, 2004
Mark : ULTIMATE STAIN DEFENSE

Ann Sappenfield
Trademark Examining Attorney
Law Office 112

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

Sir:

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action, mailed August 9, 2004,
please amend the above-captioned application as follows;

Delete the identification of goods and substitute --
clothing, namely, shirts and pants --

Add the statement -- The mark is presented in standard
characters without claim to any particular font style, size, or
color. --

REMARKS

In the Office Action, the Trademark Attorney objected to
the identification of goods. By this Amendment, Applicant has
deleted "men's outerwear," thereby mooting the objection.



02-07-2005

U.S. Patent & TMO/TM Mail Rpt Dt #72

T 000634

Applicant : Kohl's Illinois, Inc.
Serial No. : 76/570,887
-Page 2-

Applicant also has amended the application to insert a standard character claim.

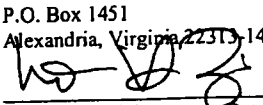
It is noted that a search of the Office records has found no similar registered or pending mark which would bar registration.

Accordingly, Applicant respectfully submits that this application is in condition to be passed to publication. If the Trademark Attorney has any further questions, it is suggested that she telephone Applicant's Attorney.

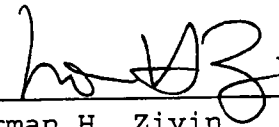
Respectfully,

COOPER & DUNHAM LLP

Dated: February 2, 2005

I hereby certify that this paper is being deposited this date with the U.S. Postal Service as first class mail addressed to: Commissioner for Trademarks, P.O. Box 1451 Alexandria, Virginia 22313-1451	
 Norman H. Zivin	2/2/05 Date

By


Norman H. Zivin
1185 Avenue of the Americas
New York, New York 10036
(212) 278-0400
Attorneys for Applicant

T 000635



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

MEMORANDUM

DATE: DEC 23 2004

TO: Janice O'Lear
Managing Attorney
Law Office 112

FROM: Jessie N. Marshall
Administrator for Trademark
Classification and Practice

RE: Letter of Protest concerning Application Serial No. 76570887

A Letter of Protest was granted in the above-identified application. You should determine whether the subject matter of the Letter should be counted as an error of the Examining Attorney. Then, the file should be given to the Examining Attorney for preparation of a letter in accordance with the information provided by the Letter of Protest. Since this Letter was granted before publication of the mark, jurisdiction is still with the Examining Attorney. Therefore, the Office action does not have to be approved by you or the Administrator for Policy and Procedure as it would be if jurisdiction had been restored to the Examining Attorney.

T 000636



Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

MEMORANDUM

DATE: DEC 23 2004

TO: Ann Sappenfield
Examining Attorney
Law Office 112

FROM: Jessie N. Marshall
Administrator for Trademark
Classification & Practice

SUBJECT: Letter of Protest concerning Application Serial No. 76570887

The above-referenced Letter of Protest contains the following objection:

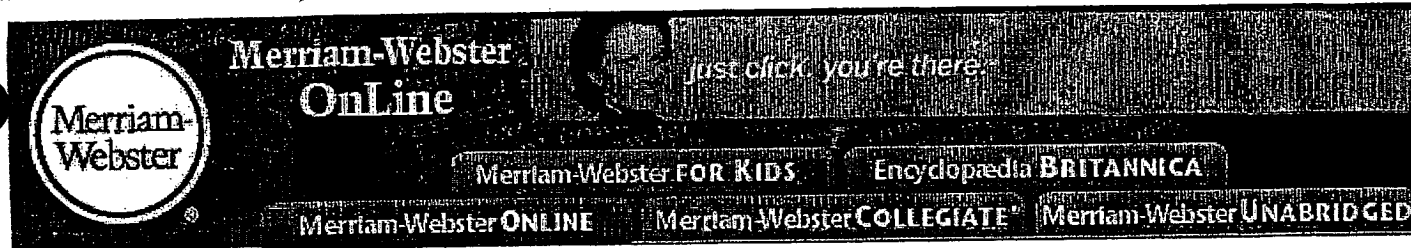
The phrase "ultimate stain defense" appears to be descriptive of clothing items that can "defend" against staining.

The following evidence was submitted and is attached hereto:

Dictionary definitions of ultimate, stain and defense; evidence of descriptive treatment of "ultimate" by the USPTO and a TTAB opinion finding the term descriptive; evidence from Nexis and the Internet of descriptive uses of the terminology in association with clothing and other consumer items.

A Letter of Protest is granted if the evidence presented by the protester established a clear case which supports a refusal, requirement or suspension in an application. Publication of the mark for opposition without consideration of the issue and evidence presented in the Letter of Protest may result in a clear error by the Office. This standard has been met by this Letter of Protest. Therefore, a refusal, requirement or suspension based on the objection presented in the Letter of Protest should be issued. Applicant, of course, may present argument concerning this action.

T 000637



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5 entries found for **stain**.
To select an entry, click on it.

stain[1,verb]
stain[2,noun]
Giemsa stain
Gram's stain
port-wine stain

Main Entry: **1stain**

Pronunciation: 'stAn

Function: *verb*

Etymology: Middle English *steynen*, partly from Middle French *desteindre* to discolor & partly of Scandinavian origin; akin to Old Norse *steina* to paint -- more at DISTAIN
transitive senses

1 : to suffuse with color

2 : DISCOLOR, SOIL3 **a** : to taint with guilt, vice, or corruption **b** : to bring reproach on

4 : to color (as wood, glass, or cloth) by processes affecting chemically or otherwise the material itself

intransitive senses : to receive a stain- **stain·able** /'stA-n&-b&l/ *adjective*- **stain·er** /'stA-n&r/ *noun*For More Information on "stain" go to Britannica.comGet the Top 10 Search Results for "stain"Pronunciation Symbols

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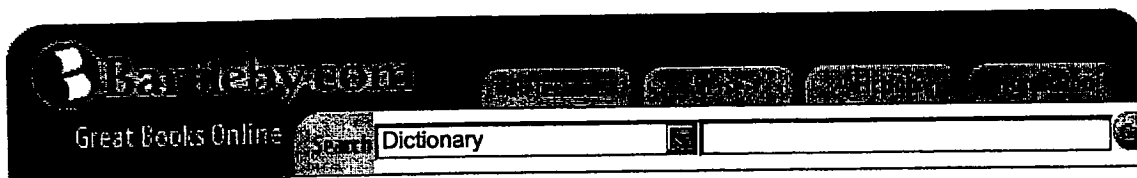
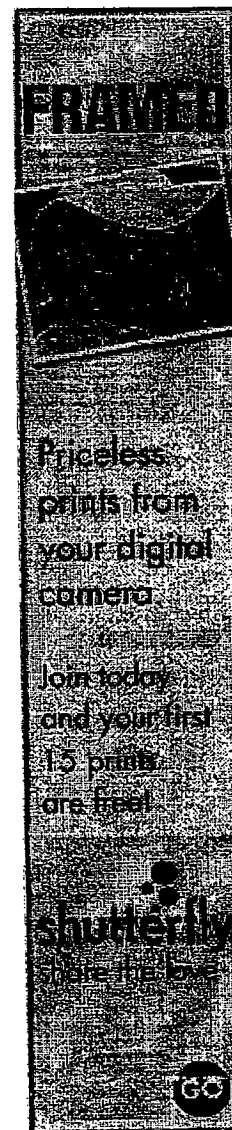
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Reference > American Heritage® > Dictionary

< staid stained glass >

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The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.

stain

PRONUNCIATION: stān

VERB: Inflected forms: **stained**, **stain-ing**, **stains**

TRANSITIVE VERB: 1. To discolor, soil, or spot. 2. To bring into disrepute; taint or tarnish. 3.

To color (glass, for example) with a coat of penetrating liquid dye or tint. 4. To treat (specimens for the microscope) with a reagent or dye that makes visible certain structures without affecting others.

INTRANSITIVE VERB: To produce or receive discolorations.

NOUN: 1. A discolored or soiled spot or smudge. 2. A blemish on one's moral character or reputation. 3. A liquid substance applied especially to wood that penetrates the surface and imparts a rich color. 4. A reagent or dye used for staining microscopic specimens.

ETYMOLOGY: Middle English *steinen*, partly from Old French *desteindre*, *desteign-*, to deprive of color (*des-*, *dis-* + *teindre*, to dye, from Latin *tingere*), and partly from Old Norse *steina*, to paint.

OTHER FORMS: **stain'a-ble** —ADJECTIVE
stain'er —NOUN

SYNONYMS: *stain*, *blot*¹, *brand*, *stigma*, *taint* These nouns denote a mark of discredit or disgrace, as on one's good name: *a stain on his honor*; *the blot of treason*; *the brand of cowardice*; *the stigma of ignominious defeat*; *the taint of vice*.



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To select an entry, click on it.

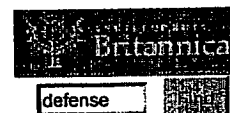
defense[1,noun]
defense[2,transitive verb]
civil defense
defense mechanism
self-defense
zone defense

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Main Entry: **1**de-fense

Pronunciation: di-'fen(t)s; as antonym of
"offense," often 'dE-"

Function: *noun*

Etymology: Middle English, from Middle French, from Late
Latin *defensa* vengeance, from Latin, feminine of *defensus*,
past participle of *defendere*

1 a : the act or action of defending <the *defense* of our
country> <speak out in *defense* of justice> **b** : a defendant's
denial, answer, or plea

2 a : capability of resisting attack **b** : defensive play or
ability <a player known for good *defense*>

3 a : means or method of defending or protecting oneself,
one's team, or another; *also* : a defensive structure **b** : an
argument in support or justification **c** : the collected facts
and method adopted by a defendant to protect himself
against a plaintiff's action **d** : a sequence of moves available
in chess to the second player in the opening

4 a : a defending party or group (as in a court of law) <the
defense rests> **b** : a defensive team

5 : the military and industrial aggregate that authorizes and
supervises arms production <appropriations for *defense*>
<*defense* contract>

- de-fense-less /-l&s/ *adjective*

- de-fense-less-ly *adverb*

- de-fense-less-ness *noun*

For [More Information on "defense" go to Britannica.com](#)

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Pronunciation Symbols

T 000640

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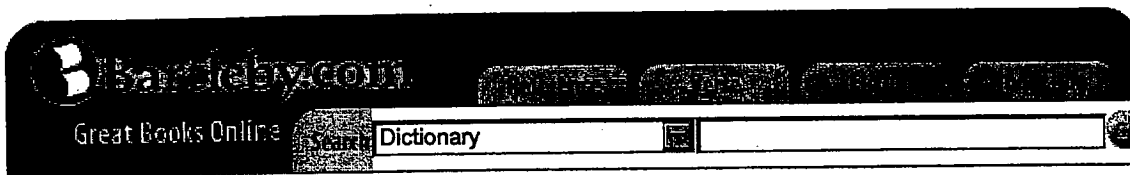
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[defenseman](#) >

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The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.

defense

SYLLABICATION: de·fense

PRONUNCIATION: dĭ-fĕns'

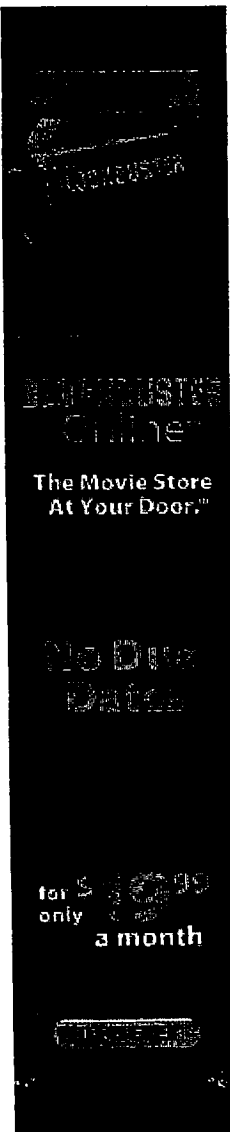
NOUN: 1. The act of defending against attack, danger, or injury. 2. A means or method of defending or protecting. 3. *Sports* The act or an instance of defending a championship against a challenger: *will box in his third defense of his title*. 4. An argument in support or justification of something. See synonyms at **apology**. 5. *Law* **a.** The action of the defendant in opposition to complaints against him or her. **b.** The defendant and his or her legal counsel. 6. The science or art of defending oneself; self-defense. 7. (*often* de'fĕns') *Sports* **a.** Means or tactics used in trying to stop the opposition from scoring. **b.** The team or those players on the team attempting to stop the opposition from scoring. 8. The military, governmental, and industrial complex, especially as it authorizes and manages weaponry production.

TRANSITIVE Inflected forms: **de·fensed**, **de·fens·ing**, **de·fens·es**

VERB: *Sports* 1. To attempt to stop (the opposition) from scoring. 2. To play defense against (an opponent); guard.

ETYMOLOGY: Middle English, from Old French, from Latin *dĕfēnsa*, from feminine past participle of *dĕfendĕre*, to ward off. See **defend**.

OTHER FORMS: **de·fense'less** —ADJECTIVE
de·fense'less·ly —ADVERB
de·fense'less·ness —NOUN



T 000641

1 of 1 DOCUMENT

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WWD

July 8, 2003

SECTION: Pg. 10 ; ISSN: 0149-5380

IAC-ACC-NO: 104947687

LENGTH: 1206 words

HEADLINE: W2W: WHAT TO WATCH PART ONE; textile industry outlook

BYLINE: Malone, Scott

BODY:

Looking For A Turnaround

"It's a macroeconomy story," said John Bakane, chairman and chief executive officer of Cone Mills Corp., reflecting on the second-half outlook for textile and sourcing firms.

Coming off a bleak first half and facing a retail climate in which merchants are trying to trim their inventories ever further, executives said the business climate going into the second half is uncertain and unpredictable.

They contend that, as suppliers, they have done what they can to meet vendors' and retailers' needs.

"Across the board at retail, the environment is weak. Not only are we seeing it in some of our denim lines, but home furnishings, as well," Bakane said. "The U.S. economy is in weak shape and it's got to get better from a macroeconomic standpoint before retailers will see more traffic and start opening up the open-to-buys. And from a macroeconomic standpoint, I'm not encouraged."

Rick Darling, president of Li & Fung (USA) Ltd., the New York arm of the Hong Kong sourcing powerhouse, had a different outlook.

"The economy has started to bottom out and be stronger again," Darling said. "Interest rates and inflation are at significantly low levels. The growth of the economy appears to be beginning. People are being careful and buying close to when they need delivery and keeping open-to-buys available. But the overall feeling is the third and fourth quarters should see a turnaround."

The problem executives cited in making their second-half plans was determining what would be the stimulus that would spark consumers to spend again. They pointed out that some in the industry had expected a pickup in sales after the war in Iraq that had not materialized.

"That was one of the debates during the war," said Keith Hull, president of marketing and sales at Graniteville, S.C.-based Avondale Mills Inc. "After the war, there has not been a bounce back. We have not seen the so-called pent-up demand unleashed, which underlines that it wasn't really the distraction of the war, but that there were some fundamental economic problems."

Reflecting the absence of a bounce back, Avondale's sales for the quarter ended May 30 slid 16.5 percent to \$152.3 million.

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The horizon looks particularly cloudy for denim mills, as the jeans business has started to stall after several years of strong growth. In recent months, jeanswear giant VF Corp. reported a 7 percent decline in its first quarter U.S. jeanswear sales, while Levi Strauss & Co. reported growth of less than 1 percent in its second quarter and acknowledged sales would have been down if not for the effect of fluctuating exchange rates.

However, suppliers of synthetic fabrics and other styles of textiles aimed at casual sportswear reported a bit of an uptick in demand in recent weeks.

Most supply executives said their concern was that retailers would keep inventories so tight, they would run the risk of being unable to meet consumer demand if it picks up during the second half.

"We look at the first two weeks of August as a critical time because then there is no time left for the stores to make a move if they want to produce goods quickly and get anything into the stores before November," said James Gutman, president of Pressman-Gutman, a New York-based importer that supplies fabrics and full-package production services from Asia and Central America to U.S. brands and manufacturers.

With the domestic textile industry remaining shaky, a growing contingent of U.S. firms is inking deals with manufacturers in Asia and elsewhere around the world to take advantage of lower-cost supply.

One such firm is Texfi and its affiliate, New River Industries, which recently signed a letter of intent to work with Tuntex Textile (Thailand) Co. Ltd., a major polyester supplier, according to Andrew Parise, president and ceo of Texfi Marketing.

"The letter of intent is to form a strategic alliance in technology and global marketing," Parise explained. "We'll be developing products with them for our market here, whether the customers make the garments in the States or the Caribbean and Asia."

He said New York-based Texfi would begin selling Tuntex-made fabrics under the deal and would be able to offer full-package production through Tuntex's vertical operations.

"We'll be able to introduce new products for our customers, new developments out of Asia and also products which will make us a lot more competitive globally," he said. "If our customers want to bring in garments from Asia, we'll be able to offer production for them."

Tuntex has an increasing involvement with U.S. suppliers. Last fall, yarn supplier Unifi inked a deal with the company, giving it a toehold in the Asian market, as well.

Also last week, Nano-Tex LLC, a developer of nanotechnology enhancements to fabrics that's majority owned by bankrupt Burlington Industries Inc., said it had reached licensing agreements with two major Indian suppliers to use its technologies.

The deal with denim maker Arvind Mills Ltd. and cotton-fabrics maker Ashima Dyecot Private Ltd. include the rights to use the Nano-Care wrinkle-resistance and Nano-Pel water-resistance technologies on woven and knit fabrics and garments made on the Indian subcontinent and in the Middle East.

The need to find ways to take advantage of lower costs overseas is clear to textile manufacturers as they continue to face intense price pressures from their customers. The highly promotional retail environment has most buyers seeking lower prices for merchandise each season. Manufacturers said that trend has held up, even as the cost of energy and many raw materials have risen over the past year.

"Pricing has not deteriorated, but it certainly is at unacceptable levels," said Avondale's Hull. "With the raw-materials [price] increase that most of the mills had and have been able to pass along -- so they've had to absorb -- it hasn't been pretty."

Hull said there are only two ways for domestic manufacturers to handle the price pressures. Cutting costs is the first way, but mill managers have been focusing on costs for decades now and there comes a point where there's no more fat to cut from an operation.

The other route, he said, is "to put more emphasis on new products. If you can find a differentiated product that is not a commodity, you can get paid for it. There is a relationship there. It's not an unlimited dollar amount, but you can get paid better."

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While many textile executives agreed with that assessment, they noted it's proven quite a challenge to develop new fabrics that are different enough from what's out there for consumers to feel motivated to buy them.

"We're trying to stimulate them with new fabrics that offer wrinkle-free, stain-defense, odor control," said James Martin, president of apparel fabrics at Dan River Inc., Danville, Va. "We're putting something on all our new products to attract the consumer."

But finding the right treatment that will spur sales remains elusive.

Part of the problem, Martin suggested, is that the increased casualization of American culture has made clothing a lower priority for consumers today than it was a couple of decades ago.

IAC-CREATE-DATE: July 15, 2003

LOAD-DATE: July 16, 2003

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8 of 167 DOCUMENTS

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International Product Alert

November 3, 2003

SECTION: No. 21, Vol. 20; Pg. 0 ; ISSN: 1086-1238

IAC-ACC-NO: 110272339

LENGTH: 92 words

HEADLINE: Macleans Advanced Whitening Toothpaste - Ice **MANUFACTURER:** GlaxoSmithKline **CATEGORY:** 322 - Toothpaste.

AUTHOR-ABSTRACT:

THIS IS THE FULL TEXT: COPYRIGHT 2003 Marketing Intelligence Service Ltd. Subscription: \$ 600.00 per year. Published semimonthly. 6473 D Route 64, Naples, NY 14512-9726.

BODY:

Described as a Toothpaste that helps whiten the teeth and is formulated with a stain defense system, Macleans Advanced Whitening is new on the market in New Zealand. Available from GlaxoSmithKline, the toothpaste is also being offered in an Ice variant that has a special coolant system to provide intense, icy fresh breath. Each variety of toothpaste is presented in a 140g holographic box that will give this product instant shelf-appeal. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

IAC-CREATE-DATE: November 17, 2003

LOAD-DATE: November 19, 2003

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The Daily Telegraph (Sydney, Australia)

October 25, 2003 Saturday

SECTION: MAGAZINE-TYPE- FEATURE-COLUMN- HOME; Pg. H05

LENGTH: 986 words

HEADLINE: More on the floor

SOURCE: MATP

BODY:

The latest floor coverings offer a look for every room in the house

You've got four bedrooms, two-and-a-half bathrooms, two rumpus rooms, a kitchen, laundry and study - and not a thing for them to wear. And then there are the formal rooms.

One of the biggest decisions you have to make when building a new home is what to put on the floors.

Factors to consider include durability, wear, comfort and looks. And then there's cost. Choose the wrong paint colour and you can go over it in another shade. Choose the wrong floor covering and you're stuck with it for a long time.

According to Ross Page, Floor Coverings General Manager for Harvey Norman - Mega Flooring Depot, it costs more than \$18,000 to put a complete set of standard floor coverings into an average-sized new home.

"In a 300 sq m house, that's assuming you carpet around 110 sq m, tile 100 sq m and devote about 90 sq m to floating timber or laminated flooring," explains Page.

The cost breakdown - including laying, underlays etc - is about \$4000 for carpet, \$6750 for floating timber/ laminated floors and \$7000 for tiles. At those prices, you'll want to be pretty sure you like the result.

Turn the page for five of the latest looks for floors - there's one for every room in your new house.

>6

<5 New generation vinyl

(pictured previous page)

Vinyl has come a long way from that patterned floral that adorned the kitchen floor when you were growing up. Today, it can look like anything but vinyl.

Whether you like the look of woodgrain, tiles, slate or granite, there's a vinyl lookalike available and the good news is it's usually more affordable than the real thing, softer underfoot and easier to look after.

Novilon's 2003/4 range includes metallics, leathers and a glazed-tile look in a finish that retains its flexibility and resists marks. And, being available in wide sheets, it's easy to lay.

Top of the range at 3.5mm thick is Novilon Nova, featuring a selection of timber, marble and metallic looks.

Suitable for: kitchen, rumpus room, laundry and hallway

Price: around \$47/sq m for supply only. Thinner ranges cost less

Available: Ph 9738 4848 in Sydney or 1800 224 471 outside Sydney

Bamboo

Bamboo has emerged in recent years as a stylish and hardwearing alternative to the timber floorboard. It's fast-growing, naturally pale in colour and has a tensile strength equal to sought-after floor timbers jarrah and tallowwood.

BT Bamboo flooring is made from the Mao species harvested in China. Once cut, the plant regenerates to maturity in four years. Boards are available in widths of 90mm and 152mm, are tongue-and-grooved and leave the factory re-finished - no sanding, sealing or finishing needs to be done.

Suitable for: houses and apartments

Price: Starts from about \$90/m for boards 90mm wide (product only)

Available: From SE Timber. For stockists, ph 1300 136 326

Sisal

Floor coverings made from sisal are now available in an unprecedented range of colours, weaves and patterns.

Genuine sisal flooring is manufactured from fibres extracted from the leaves of the agave plant. It's produced in countries such as China, Mexico, South Africa and Belgium.

Part of sisal's appeal is the character that results from variations and irregularities. If your interiors are sleek and minimalist, this is probably not the product for you.

Suitable for: formal rooms and bedrooms

Price: from around \$40/sq m to \$120/sq m

Available: The Natural Floor covering Centre, 5 Salisbury Rd, Stanmore, ph 9569 6999; and 559 Military Rd, Mosman, ph 9960 6921.

How much do you need?

* Carpets are measured and priced in broadloom or lineal metres. One broadloom metre is 1m x 3.66m.

* Tiles and floating floorboards are sold in square metres.

* "The floorboards are a bit different because you buy them by the pack. There are many variables depending on the species," says Ross Page, Floor Coverings General Manager for Harvey Norman.

* Remember to allow for wastage, no matter what floor covering you choose. "Wastage is always a factor," he says, "but a reputable company will work out the least wastage and best look."

* For value, you can't go past carpet. "A good-quality carpet is a lot cheaper than a medium-quality tile,"

says Page. "There's no such thing as a stain-proof carpet but some are definitely better than others. Stain defence carpets are our most popular floor covering, closely followed by Teka Timber floating floors and Styles laminated floors."

* When it comes to warranties, you're looking at up to 15 years for carpets, 5-20 years for some laminates and timber floating floors and 5-15 years for vinyl flooring.

Polished porcelain tiles

The Creme Valencia polished porcelain tile has been developed to eliminate

the need for sealing. The large 450x450mm milky-hued and high sheen tile lends itself to use with the stainless steel, sleek laminates and timber veneers popular in contemporary kitchens.

Suitable for: living areas, kitchen and bathroom

Price: from about \$74/sq m

Available: From Amber. For stockists, ph 1300 362 241

Carpet

Carpet is still the most appealing floor covering - not least because of the variety of colours, textures and styles available - but it's still no mean feat to find a carpet that not only looks great but can withstand constant wear.

The Stainmaster II Carpet with Repel range combines comfort, stain resistance, more than 200 colours and hard-wearing nylon practicality. Latest addition to the range is a series of 12 nature-inspired shades called Torrance that feature an extra, heat-set twist in every tuft.

The heat makes the tufts stand up, resulting in a lusher appearance and greater resistance to crushing.

Suitable for: bedroom, living room, hallway, rumpus

Price: \$210 per broadloom metre, laid

Available: for stockists, ph Stainmaster Service Centre on 1800 335 624

LOAD-DATE: October 25, 2003


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... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Full Mattress Pad, Sealy Posturepedic Sealy Stain Protection Crib ... **Clothing**. (1 Store Offers) ...

www.mindsoftcorp.com/a/B00008MIHO/ Sealy-Stain-Protection-Crib-Mattress-Pad.html - 15k - Supplemental Result -

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[mattress pads at sculptureunltd.com](http://www.sculptureunltd.com/mattress_pads.html)

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[mattress pads at chico-debarge.com](#)

Mattress Pads at chico-debarge.com. Search: ...

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[Sealy Stain Protection Crib Mattress Pad at intopt.com](#)

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Full Mattress Pad, Sealy Posturepedic. Baby Product: 1 result. ... **Clothing**, (1 Store Offers). ...

[intopt.com/a/B00008MIHO/ Sealy-Stain-Protection-Crib-Mattress-Pad.html](#) - 16k - Supplemental Result - [Cached](#) - [Similar pages](#)

[mattress pads at kaleidoscopesoflondon.com](#)

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[Sealy Stain Protection Crib Mattress Pad at linuxboxen.com](#)

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Mattress Pad, King Size, Sealy Posturepedic Sealy Stain ... **Clothing**, (1 Store Offers). ...

[www.linuxboxen.com/a/B00008MIHO/ Sealy-Stain-Protection-Crib-Mattress-Pad.html](#) - 16k - Supplemental Result - [Cached](#) - [Similar pages](#)

[Sealy - KwicGifts.com](#)

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top California King Mattress Pad, Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** ...

[www.kwicgifts.com/shopping/browsenodesearch_4208581/mode_kitchen/first_7/](#) - 71k - Supplemental Result - [Cached](#) - [Similar pages](#)

[Sealy Stain Protection Crib Mattress Pad at argorealestate.com](#)

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top King Mattress Pad, Sealy Posturepedic. Baby Product: 1 result. ... **Clothing**, (1 Store Offers). ...

[www.argorealestate.com/a/B00008MIHO/ Sealy-Stain-Protection-Crib-Mattress-Pad.html](#) - 16k - Supplemental Result - [Cached](#) - [Similar pages](#)

[stain - yahoo! shopping](#)

... Sealy Posturepedic Extra-Protection ProGuard Stain... Buy Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** ... see your products in Yahoo! ...

[www.babieca.com/cgi-bin/engine/smartsearch.cgi?keywords=Stain%20-%20Yahoo!%20Shopping](#) - 37k - Supplemental Result - [Cached](#) - [Similar pages](#)

[All Sealy - edifyingspectacle.org Product Guide](#)

... 9. Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Queen Mattress Pad, Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton ...

[edifyingspectacle.org/thanks/type_browse/mode_4208841/](#) - 50k - Supplemental Result - [Cached](#) - [Similar pages](#)

[Buy Sealy Online Auctions Shopping firstauction.com](#)

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Mattress Pad, Twin Size, Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton ...

[www.firstauction.com/shop/mode_4208581/type_best sellers/first_11.html](#) - 25k - Supplemental Result - [Cached](#) - [Similar pages](#)

[Waterproof Pad Twin 39x75 TW WHITE at diveelite.com](#)

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... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Mattress Pad, Twin Size, Sealy Posturepedic Ultra Poly/Cotton ... **Clothing**, (112 Store Offers). ... www.diveelite.com/a/B0000AYG4I/Waterproof-Pad-Twin-39x75-TW-WHITE.html - 15k - Supplemental Result - [Cached](#) - [Similar pages](#)

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... country ... that the members of the security forces are above any **stain**,"

Defense Minister Martha Lucia Ramirez told a news conference. ...

[www.vic-info.org/.../0/9a17644b19c93dc20a256c85007caeca/\\$FILE/04+Dec+02+Counterdrug+Press+Summary.doc](http://www.vic-info.org/.../0/9a17644b19c93dc20a256c85007caeca/$FILE/04+Dec+02+Counterdrug+Press+Summary.doc) - Supplemental Result - [Similar pages](#)

mattress pads at sawg2000.org

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Country Store Preview Site ». Shop for domestic items like ...

www.sawg2000.org/mattress_pads.html - 53k - Supplemental Result - [Cached](#) - [Similar pages](#)

Full Top Opening Blast Cabinet at starlingscabinets.com

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Full Mattress

Pad, Sealy Posturepedic Le Mystere 'Dream Tisha ... **Clothing**, (2425 Store Offers) ...

starlingscabinets.com/a/B0000CEVRQ/Full-Top-Opening-Blast-Cabinet.html - 18k - Supplemental Result -

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Fitted Mattress Pads Mattress Pads Fitted Mattress Pads Bed & Bath ...

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense**, Cotton Top Mattress

Pad, California King Size Amazon.com, \$90.00 \$39.99. ...

www.kitchenandhouseware.com/store/shop21006/Online/Fitted_Mattress_Pads/Page2/ - 35k - Supplemental Result -

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SalesHound.com - Sonoma Ultimate Stain Defense™ Pants - Weekly ...

Home > Item detail, Wednesday, September 8. Kohl's. 3333 Touhy Avenue Suite,
 Lincolnwood, IL 60712. Sonoma Ultimate Stain Defense™ Pants This deal has expired. ...
www.saleshound.com/saleshound/listing_detail_all_stores.asp?ListingID=-2097910726&OfferID=&PRetail... - 18k -
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SalesHound.com - Misses' Separates - Weekly Ad, Sales, Deals ...

Entire Site, Within Misses' Separates. Chicago, IL
 Distance: National, Change Shopping Zone, ...
www.saleshound.com/saleshound/cat_browse_12.asp?DRT=1&ID=2918&clicksrc=05&StartRow=51 - 95k -
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[PDF] SAFETY DATA SHEET

File Format: PDF/Adobe Acrobat - [View as HTML](#)
 127360 AQUAFRESH MULTI-ACTION WHITENING WITH STAIN DEFENSE Approved/Revised
 20-Oct-2003 Material SDS Number Version 05 SAFETY DATA SHEET AQUAFRESH MULTI-ACTION ...
www.msds-gsk.com/consumer/12736005.pdf - [Similar pages](#)

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... AquaFresh Whitening Cool Mint, 25-AUG-2003. AquaFresh Whitening Multi-Action w/Stain
 Defense, 20-OCT-2003. BC Allergy Sinus Headache Powder, 20-AUG-2003. ...
www.msds-gsk.com/consumer/ExtMSDSlist.asp - 28k - [Cached](#) - [Similar pages](#)

Pioneer Sand Co.

... Fabric Weed Barrier 3' x 50' 3' x 100' 4' x 100' 4 ... Sealers "Natural Look" Penetrating
 Sealer - Gallon "Wet Look" Lacquer - Gallon "Stain Defense" Sealer - Quart ...
www.pioneersand.com/az/materials_west_north.htm - 12k - [Cached](#) - [Similar pages](#)

[PDF] Veneciano Tech Data

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 ... any leading paint manufacturer, or send us a swatch of the fabric, tile or ... Glaze
 'N Seal Stain Defense Sealer is compatible with Veneciano and is available ...
www.texston.com/tech_data/Veneciano_Tech_Data.pdf - [Similar pages](#)

[PDF] Veneciano Specification 2003.rtf

File Format: PDF/Adobe Acrobat - [View as HTML](#)
 ... Pick a color from any leading paint manufacturer, or send us a swatch of the fabric,
 tile, or ... Provide Glaze and Seal Stain Defense [or an approved substitution ...
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Linens: Compare Prices at mySimon

... Defense, Cotton Top Full Mattress Pad Stain-guard mattress protection repels liquids,
 dirt, and spills SureHold spandex end panel securely fits mattresses... ..
www.mysimon.com/4013-4225_8-0.html?tag=mrchsrch&companyId=280364&imageshow=off - 101k - [Cached](#) - [Similar pages](#)

Features Item : Record-breaking attendance at StonExpo 2003

... 225 Glaze 'N Seal — offered a line of impregnators, including Stain Defense, Stone

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Sealant and Color Enhancer, that can be used on all stone and tile ...
www.stoneworld.com/CDA/ArticleInformation/features/BNP_Features_Item/0,4046,118179,00.html - 46k -
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... Ceratocystis fimbriata f. sp. platani) to canker stain: defense reactions and
 futur prospects for improvement. FOREIGN TITLE: Resistance ...
www.forestscience.info/sample_abstracts.asp - 101k - [Cached](#) - [Similar pages](#)

Amazon.com: Kitchen & Housewares: Natural Living California King ...

... Pad Wamsutta; Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton
 Top ... Cleaner to manufacture than petroleum alternatives, Ingeo **fabric** is smooth ...
www.amazon.com/exec/obidos/tg/detail/-/B0000DZGHD?v=glance&me=ATVPDKIKX0DER - 58k - Supplemental Result -
 Cached - [Similar pages](#)

mattress pad, King, Mattress Pad Bedding - Compare Prices, Ratings ...

... 64.99, Go! Sealy Posturepedic Extra-Protection ProGuard **Stain**
Defense Cotton Top King Mattress Pad. Found at: Amazon.com Store Rating: ...
bizrate.com/buy/products__att270257-216954-;att312540-276646-,cat_id-13030200,keyword-mattress%20pad.html - 56k -
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mattress pad, Amazon.com, King Bedding - Compare Prices, Ratings & ...

... Site, Go! Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton
 Top King Mattress Pad. \$59.99 See Site, Go! Wamsutta Even ...
bizrate.com/buy/products__att270257-216954-,cat_id-13030200,keyword-mattress%20pad,mid-23.html - 46k -
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california king mattress - compare prices, reviews and buy at ...

... 73"x 84"x 9" Mattress/Boxspring Encasing. Soft, light Tricot **fabric** with an ... Sealy
 Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top California K ...
shopping.maximumedge.com/All-california+king+mattressz350z43m3az0zB23uszmainz5-htm - 62k - Supplemental Result -
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california king mattress - compare prices, reviews and buy at ...

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top California
 K ... latex mattress pads for those who cannot tolerate chemical **fabric** finishes. ...
shopping.maximumedge.com/All-california+king+mattressz1z1,250z43m3az0zB2490zmainz5-htm - 63k -
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Amazon.com: Kitchen & Housewares: Sealy Best Fit 400 Thread Count ...

... Luxurious 400 thread count, Egyptian cotton sateen **fabric** with special ... Sealy Posturepedic
 Extra-Protection ProGuard **Stain Defense** Cotton Top Queen Mattress Pad ...
getitdaily.com/amazon/B0000U13MO - 65k - Supplemental Result - [Cached](#) - [Similar pages](#)

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 ... country ... that the members of the security forces are above any stain,"
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Quilted Waterbed Pad: King 72" x 84" - Prices and Reviews

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Mattress Pad,
 Twin Size ... Skirting: Poly/cotton **fabric** with elastic all the way around, 12 ...
www.georeviews.com/Quilted-Waterbed-Pad:King-72%5C-x-84%5C_L331835/ - 28k - Supplemental Result -

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Mattress Pads : Fitted Mattress Pads Reviews and Prices

... Sealy Posturepedic Extra-Protection ProGuard **Stain Defense** Cotton Top Mattress Pad,
Queen ... protective cover; Machine Washable; 100% Cotton **fabric**; Fits mattresses ...

www.georeviews.com/Household/Bed/Mattress_Pads/Fitted_Mattress_Pads/more2.php - 46k - Supplemental
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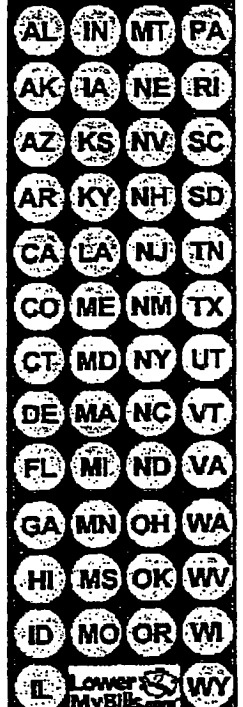


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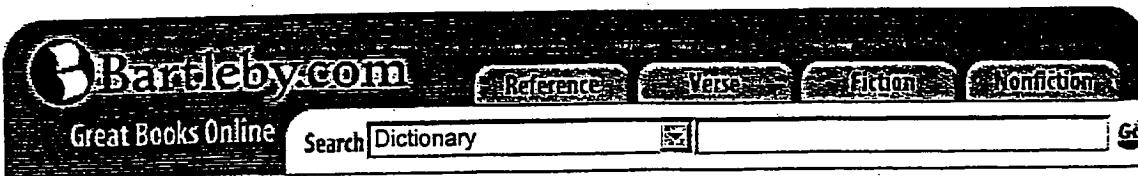
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The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.

ultimate

SYLLABICATION: ul-ti-mate

PRONUNCIATION: ul'te-mīt

ADJECTIVE: 1. Being last in a series, process, or progression: "*As the ultimate arbiter of the Constitution, the Supreme Court occupies a central place in our scheme of government*" (Richard A. Epstein). 2. Fundamental; elemental: *an ultimate truth*. 3a. Of the greatest possible size or significance; maximum: *Has the ultimate diamond been found?* b. Representing or exhibiting the greatest possible development or sophistication: *the ultimate bicycle*. c. Utmost; extreme: *the ultimate insult*. 4. Being most distant or remote; farthest. See synonyms at [last](#)¹. 5. Eventual: *hoped for ultimate victory*.

NOUN: 1. The basic or fundamental fact, element, or principle. 2. The final point; the conclusion. 3. The greatest extreme; the maximum: *actions that represented the ultimate in political expediency*.

ETYMOLOGY: Latin *ultimātus*, past participle of *ultimāre*, to come to an end, from *ultimus*, last, superlative of **ulter*, on the other side. See [al](#)¹ in Appendix I.

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ultimate[1,adjective]
ultimate[2,noun]
ultimate[3,verb]



Main Entry: **ul-ti-mate**

Pronunciation: 'ul-t&-m&t

Function: *adjective*

Etymology: Medieval Latin *ultimatus* last, final, from Late Latin, past participle of *ultimare* to come to an end, be last, from Latin *ultimus* farthest, last, final, superlative of (assumed) Latin *ulter* situated beyond

1 a : most remote in space or time : **FARTHEST** b : last in a progression or series <their *ultimate* destination was Paris>
c : **EVENTUAL** <they hoped for *ultimate* success> d : the best or most extreme of its kind : **UTMOST** <the *ultimate* sacrifice>

2 : arrived at as the last result <the *ultimate* question>

3 a : **BASIC**, **FUNDAMENTAL** <the *ultimate* nature of things -- A. N. Whitehead> b : **ORIGINAL** <the *ultimate* source>

c : incapable of further analysis, division, or separation

4 : **MAXIMUM**

synonym see **LAST**

- ul-ti-mate-ness *noun*

For More Information on "ultimate" go to Britannica.com

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May 24, 2004, Monday

SECTION: LIFESTYLE

DISTRIBUTION: TO FASHION, STYLE AND RETAILING EDITORS

LENGTH: 316 words

HEADLINE: For Hot Summer Prints, Make it to MEXX

DATELINE: NEW YORK, May 24

BODY:

Mexx, the European fashion brand known for collections that reflect a free-spirited, contemporary and urban lifestyle has plenty to offer this season whether you're headed for the shore or chilling out in the city. From swimsuits and cover-ups that take you to the beach to summer-chic dresses and lightweight linen pants to keep you cool in the city. From a Jelly O Ring beach tote to a leather Hobo bag with a corsage of serious style.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20040524/NYM190-a>

<http://www.newscom.com/cgi-bin/prnh/20040524/NYM190-b>)

Dive into summer with Mexx's first US swim collection for men and women. A polished black and white striped bikini with a sheer tunic defines poolside luxury while the eyelet side-tie mix and match number is meant for a perfect day on the shore. Guys can brave the heat in a crisp mesh polo and tropical print surf trunks.

Dress the part in this season's hottest prints. Mix it up in a floral print dress or get graphic in an optical print top paired with this summer's ultimate must-have stretch capri pants in white. And don't forget to throw on the terry cloth, candy striped poncho for some added attitude.

This summer, experience the brand's continental styling with high quality fabrics, attention to detail and just the right amount of trend. Available at Mexx stores located at 650 Fifth Avenue, 19 Union Square West and The Westchester Mall.

Based in the Netherlands, Mexx is a leading designer and marketer of a wide range of women's and men's merchandise for the modern consumer. Mexx products are currently sold in over 7,500 locations in more than 40 countries. Mexx's first US store opened in the Fall of 2003.

SOURCE Mexx

CONTACT: Karina Sokolovsky of Headquarters PR, +1-212-221-6868, for Mexx

URL: <http://www.prnewswire.com>

LOAD-DATE: May 25, 2004

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Daily News (New York)

April 4, 2004 Sunday
SPORTS FINAL EDITION

SECTION: LIFELINE; Pg. 4

LENGTH: 298 words

HEADLINE: FLOWER CHILDREN The Knicks City Kids - & friends - don this year's sweetest styles for Spring

BYLINE: BY ESTHER GROSS KREMER

BODY:

The spring dress-up season starts this week. From now through the end of the school year, there are going to be many occasions where you're going to want your little darlings to put away the jeans and cargo pants and put on something more presentable. And while grown-ups may think there's nothing cuter than a little guy in a coat and tie, it's pretty hard to convince kids to get all decked out. So we asked the Knicks City Kids, the team's junior dance troupe, to model some trendy togs that will appeal to your sense of decorum and their sense of style.

SHOPPING GUIDE

_ American Girl Place: 609 Fifth Ave. at 49th St.,

1-800-845-0005 or log on to americangirlstore.com.

_ Baby Bird: 428 Seventh Ave. Park Slope,

(718) 788-4506.

_ Babystyle: 1-877-378-9537, or log on to babystyle.com

_ Berkeley Girl, 410 Columbus Ave., (212) 877-4770.

_ The Children's Place: Queens Center,

90-15 Queens Blvd, Elmhurst (718) 760-8384 or www.childrensplace.com

_ Gap: 1166 Sixth Ave., 1-800-GAP-STYLE OR www.gap.com.

_ Hanna Andersson: 1-800-222-0544 to order or for store locations or log on to www.hannaandersson.com.

_ Macy's Herald Square: 151 W. 34th St.,

(212) 695-4400 or www.macys.com.

_ Naartjie: Go to www.naartjie.com

_ Old Navy: 1-800-OLD-NAVY or log on to www.oldnavy.com

_ Tommy Hilfiger: 1-888-TOMMY-4U or log on to www.tommy.com.

_ SPECIAL THANKS: Shot on location at Hionis New York Flower Market, wholesale and retail flower and plant distributors, 424 W. 33rd St., (212) 244-4499.

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Knicks City Kids: Perri, Shaniece, Janelle, Kyle, Brian, and Rafael are part of the team's junior cheerleading troupe of 17 kids, ages 7-14, who entertain at Knicks games. Fashion assistant: Mariela Zapata.

On the cover: White chiffon wrap dress, \$70, white sisal hat and ribbon choker set, \$18, at American Girl.

GRAPHIC: PHOTOGRAPHY BY REBECCA MCALPIN BREEZY & EASY Brian wears a retro shirt, \$28, & seersucker pants, \$34; Quinn's in a short-sleeve shirt, \$28, knit vest, \$36, & seersucker pants, \$34. All from Hanna Andersson. Suede sneakers, \$16.99 at Gap. **PRETTY IN PINK** (above, from left) Janelle's floral print ruffle dress, \$16.50, Old Navy; Gap flower thongs, \$24.50; hat, \$6.50, The Children's Place. Perri's polka dot dress with flower belt is \$100 at Berkeley Girl. Abigail wears a tunic, \$16.50, poplin skirt, \$14.50, poplin pants, \$16.50, headscarf, \$5.50, and purse, \$10.50 all from Naartje. Shaniece's polka dot trim dress, \$24.99; and flip-flops, \$14.40, are from the Gap. Annie is in a rose stamp dress, \$24.50, pants \$19.50 and headscarf, \$5.50 all at www.naartje.com. All espadrilles, \$24.50 at Gap. **ORANGE CRUSH** (at left) Elijah's pique polo, \$22, and plaid pants, \$28, both from babystyle; canvas sneakers, \$19.50 at Gap. Abigail's cropped cardigan, \$22, and sunflower dress, \$38, are from babystyle; Gap espadrilles, \$24.50. **STRIPES ALIVE!** Quinn's Petit Bateau T-shirt, \$21 at Baby Bird; Hanna Andersson's striped deck pants, \$38; Gap suede sneakers, \$16.99. Elijah's T-shirt, \$16, denim hat, \$40 and capri pants, \$40, striped rain boots, \$44 at Baby Bird. **TOPPERS & (SHIRT)TAILS** (from left) Rafael wears a Nautica Jeans Company retro print shirt, \$39.50, & T-shirt, \$18.50, at Macy's; Tommy Hilfiger chinos, \$29.50, & Gap flip flops, \$16.50. Kyle's Sean John blue check woven shirt, \$45, navy wool blend blazer, \$98, reversible belt, \$10, are all at Macy's; ultimate cargo pants, \$11.99 at Old Navy; Gap baseball cap, \$6.99. Brian layers a Mecca's Pride "bowling" shirt, \$29, over a T-shirt, \$24, from Macy's; Tommy Hilfiger slim chinos, \$29.50, call 1-888-TOMMY-4U; light blue pique bucket hat, \$14.50 at Gap. **THE POWER OF THE PRINT** (left) Perri's Baby Phat top, \$24, and cotton skirt with gold zipper, \$42, both at Macy's; Gap sandals, \$19.99.

LOAD-DATE: April 7, 2004

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November 22, 2003 Saturday Home Edition

SECTION: Buyer's Edge; Pg. 1FE

LENGTH: 923 words

HEADLINE: Make light duty of mailing gifts

BYLINE: MICHELLE C. BROOKS

SOURCE: For the Journal-Constitution

BODY:

For many transplant-types in metro Atlanta, family is scattered several shipping zones away. They pack and send the average holiday gift only to find that shipping charges add up quicker than a holiday bonus ever will.

So, to trim the shipping budget without shearing the wallet, take a look at these "lightest to mail" gifts that fit inside a padded mailing envelope.

And send that envelope — keeping the total weight at less than 1 pound — for about \$3.75 in postage. Just attach stamps and drop it in the mail. If you're not sure, or it weighs more than a pound, you'll have to hand it to a postal clerk or catch your local letter carrier in person.

Here are some lightweight holiday goodies:

Godiva coffee

While children bounce around at the crack of dawn with their new holiday toys, the bleary-eyed adults could sure use some coffee. This one is a treat good enough for Christmas morning.

* Cafe Godiva Coffee 10-ounce bag, \$11.

Comes in a 10-ounce airtight, resealable bag. Comes in seven flavors from eggnog to chocolate creme. Located at Lenox Square and Mall of Georgia. Also sold at fine department stores. For more information: 1-800-946-3482, www.godiva.com.

Green-thumb goodies

Gather garden gifts for grown-ups who still love to dig in the dirt. Here's a selection of items that pack lightly:

* Burpee Seeds, \$1.59- \$1.79; Greenlight Super Bloom Plant Food, 8 ounces, \$3.99; Bond garden tools floral shears, \$7.99; Bond plant moisture meter, \$5.99; Handmaster Garden Gloves Supertips, \$3.99. And to cushion the gardener's knees, a Bond kneeling pad, \$4.99. Available at Pike Family Nurseries. More than 20 locations throughout metro Atlanta. For a store nearest you, www.pikenursery.com.

Knitted scarves

Enjoy fun, funky, colorful new yarns and craft a one-of-a-kind hand-knitted scarf. Or pick up a learn-to-knit kit and fashion a scarf in no time.

* Lion Brand Learn-to-Knit Kit, \$24.95. Includes yarn and supplies to make a hat and scarf. Available at Jo-Ann's, 1-800-525-4951, www.joann.com; or online at Lion Brand Yarn Co: 1-800-258-9276, www.lionbrand.com.

* Susan Bates learn-to-knit kits, \$9.99-\$14.99 for instruction book, needles and other supplies. Yarn is separate. Available at Michaels craft stores, 1-800-642-4235, www.michaels.com.

No-iron shirts

For professionals who hate ironing, a no-iron shirt saves time and dry-cleaning pennies.

* Brooks Brothers no-iron shirts, men's, \$65 each or 3 for \$168; and women's, \$59.50 each or 3 for \$148. Locations at Lenox Square, Perimeter Mall and 235 Peachtree St. For more information, call 1-800-274-1815, www.brooksbrothers.com

Jewelry

When we think of jewelry, we think of Tiffany and Co. Although most jewelry is small enough to fit in a padded envelope — don't forget the blue box. On this one, it would be wise to purchase insurance.

* Elsa Peretti's "Open Heart" pendant in 18-karat gold, various sizes, \$290-\$490. Located at Phipps Plaza. For more information: 1-800-843-3269 or www.tiffany.com

Wine glass slippers

For the wine fashionista in your life, dress up boring flutes and identify who is drinking what with a set of wine slippers. "Slippers" slip easily over the base of the glass and also help protect against drips.

* The Retro Marabou Wine Glass Slippers, set of 4, \$9.99. Container Store locations in Buckhead and near Perimeter Mall at 120 Perimeter Center West. For more information: 1-888-266-8246, www.containerstore.com.

Magazine subscription

Stumped by the hard-to-buy-for on your list? Consider a magazine subscription. Pick the first one up at your local bookstore and pop it into the padded envelope. All you have to do is send in the subscription card and your gift giving is complete. Magazines are easily found at most grocery and bookstores or online: Amazon.com, www.amazon.com, 1-800-201-7575, and other providers. For as little as \$10 or \$12, you can give a gift that arrives all year long.

Wind chimes

Wind chimes match even the most unmatched decor. Tubes are rustproof and can be used indoors or out.

* Handmade musical wind chimes: finch chime, 11 inches, \$19.95, or lark chime, 14 inches, \$39.95. Located at Discovery Channel Stores at multiple area malls. For more information: 1-800-627-9399, www.discoverystore.com.

Chef's hat, apron

For the gourmet in your life, or an Emeril wannabe, send a chef's hat and apron and you might even be able to stuff a pair of chef's pants in too.

* Chefwear brand Nicole Miller-designed Habanero pattern bib apron, \$19.99, classic chef's hat, \$16.95, ultimate pants, \$15.99-\$39.99. Available at Cook's Warehouse. Midtown Location: 549-1 Amsterdam Ave. N.E., 404-815-4993; Brookhaven location: 4062 Peachtree Road, 404-949-9945.

Fan gear

For college-team fanatics in your world, how about some spunky team flip-flops? Zep Pro's Zline spirited suede shoes come with UGA, Georgia Tech and other Southeastern Conference team logos on the straps. And to get chilled toes through the winter months, toss in a pair of college team socks.

* Zep Pro Zline suede flip-flops, women's and men's, \$30.95; For Bare Feet originals college team socks, \$7.95-\$8.95. Available at Fanatic Fanz at Mall of Georgia, 678-546-8227. For more information about flip-flops, call Zep Pro, 954-989-8808, www.zeppro.com; socks: For Bare Feet Originals: 812-988-6674.

GRAPHIC: Photo: Show your school spirit with Zep Pro Zline suede flip-flops (\$30.95) for men and women, — available at Fanatic Fanz at Mall of Georgia.; Photo: Chefwear brand Nicole Miller-designed bib apron (\$19.99) in the Habanero pattern is available at Cook's Warehouse.; Photo: Bag of Godiva French Vanilla coffee; Photo: The set of 4 Retro Marabou Wine Glass Slippers (\$9.99) is available at the Container Stores in Buckhead or near Perimeter Mall.

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Copyright 2002 The Hartford Courant Company
Hartford Courant (Connecticut)

October 16, 2002 Wednesday, STATEWIDE

SECTION: LIFE; Pg. D3

LENGTH: 197 words

HEADLINE: FOR ALL OCCASIONS: LOOK WHO'S WEARING THE PANTS

BYLINE: GREG MORAGO; Courant Staff Writer

BODY:

Listen up: You better put on some pants, Missy! That directive comes to you straight from Nordstrom, which is having a "Put on Some Pants" promotion this month at Westfarms mall.

What kind of pants? Caslon, of course (the store's exclusive brand). Three different Caslon styles are highlighted in the promotion: Caslon 8 Gore, Caslon Stretch Twill Pant and Caslon Stretch Bootleg Jean.

The Caslon 8 Gore is the line's "ultimate pant" -- a flattering cut in 62 percent polyester, 34 percent rayon and 4 percent heavyweight Spandex. It's available in black, urban green and heather gunmetal (\$88). The Stretch Twill is an any-occasion pant with contour waistband, made of 94 percent cotton and 6 percent Spandex. It comes in bamboo, urban green and black (\$55). The Bootleg Jean (98 percent cotton and 2 percent Spandex) comes in both a "missy fit" (\$48) and low-rise (\$52).

Each style comes in petite sizes 0 to 16 and regular sizes 2 to 16 (also includes plus sizes). During the promotion -- presumably, while you're busy putting on some pants -- Nordstrom is giving away a free candle set with the purchase of \$100 or more of Caslon. While supplies last, naturally.

GRAPHIC: PHOTO: 1 color; **MOOD INDIGO** -- Nordstrom's Caslon Stretch Bootleg Jeans are among the Caslon pant styles featured in this month's "Put on Some Pants" promotion.

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Christian Science Monitor (Boston, MA)

July 22, 1999, Thursday

SECTION: FEATURES; IDEAS; SOUNDINGS; Pg. 13

LENGTH: 295 words

HEADLINE: 'Rust doth corrupt'

BYLINE: Susan Llewelyn Leach

DATELINE: BOSTON

BODY:

Don't drop it," my father cautioned as he carefully handed me the ceramic knife. "It will shatter like porcelain." The thick white blade rested on my upturned palms, innocuous yet lethal.

I had already seen its fierce cutting edge effortlessly slice through a sheet of paper, clean and silent. And like Excalibur that sat on the lake bottom without tarnish or dulling, this little Japanese knife would never rust or go blunt.

The one drawback - one that King Arthur never had to contend with - was its fragility. Drop it on the counter top, tap it too hard, or knock it to the floor and it would break instantly and irreparably.

The knife was one of a stream of unusual finds from my father's travels and ended up sitting unceremoniously in a kitchen drawer - greatly admired and rarely used.

As a materials scientist, he was always on the lookout for new coatings, alloys, oxides - and especially anything that wouldn't rust. "For 'rust doth corrupt,' " he used to say with a twinkle in his eye.

Although strength rather than corrosion-resistance is the focus of Lori Valigra's story at right, she captures some of this fascination with new materials that are stronger, finer, lighter - even run-proof (the ultimate pantyhose.)

Here, nature's fine engineering is used as a template. And the humble spider proves to be a master craftsman.

So before you swipe that web in the corner, just remember that those fine strands, combined to pencil thickness, can pull a jet to a halt on an aircraft carrier.

And be glad you're not a fly.

*Susan Llewelyn Leach is the assistant Ideas editor. Comments? Send e-mail to: Ideas@csps.com

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